



MGMT2080

Application of Business Models

Session 1, Special circumstances 2021

Department of Management

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Frances Chang

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Credit points

10

Prerequisites

70cp at 1000 level or above including BBA102 or MGMT1002

Corequisites

Co-badged status

Unit description

The concept of business models applies to a broad spectrum of the business community, encompassing venture start-ups, existing private, public and social organisations. This unit takes a practical approach to analyse the value of business models and how sustainable values may be created and captured among different organisations. It looks at the role of critical elements such as sources of revenue, resources, capabilities, cost structure and key stakeholders, and how these elements are orchestrated to create organisation value and sustainability. This unit offers an opportunity to develop skill sets that help to develop innovative business models, and/or refine existing models, and challenges students to apply this knowledge to create business models for their project.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Describe and evaluate a range of business models and their applications in the context of the broader business environment.

ULO2: Critically analyse a range of business model frameworks.

ULO3: Apply the discipline of business models and analytical techniques to sustainable business operations.

ULO4: Identify a project and develop a business model to create sustainable values,

both as an individual and as part of a group.

General Assessment Information

Late Assessments must also be submitted through the relevant submission link on iLearn. No extensions will be granted. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Case Study Analysis	40%	No	Week 6 and Week 8
Team Project	30%	No	Week 9 to Week 11
Individual Report	30%	No	Week 13

Case Study Analysis

Assessment Type [1](#): Case study/analysis

Indicative Time on Task [2](#): 20 hours

Due: **Week 6 and Week 8**

Weighting: **40%**

2x Individual Case Analysis. (not exceeding 1200 words for each analysis)

On successful completion you will be able to:

- Describe and evaluate a range of business models and their applications in the context of the broader business environment.
- Critically analyse a range of business model frameworks.
- Apply the discipline of business models and analytical techniques to sustainable business operations.

Team Project

Assessment Type [1](#): Project

Indicative Time on Task ²: 10 hours

Due: **Week 9 to Week 11**

Weighting: **30%**

Group Presentation – Individually marked (3 to 4 mins per student) and peer group evaluation (not exceeding 1200 words)

On successful completion you will be able to:

- Apply the discipline of business models and analytical techniques to sustainable business operations.
- Identify a project and develop a business model to create sustainable values, both as an individual and as part of a group.

Individual Report

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **30%**

Individual Report not exceeding 2000 words

On successful completion you will be able to:

- Describe and evaluate a range of business models and their applications in the context of the broader business environment.
- Critically analyse a range of business model frameworks.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Required text	<p>Bock, Adam and George, Gerard (2018). "The Business Model Book", Pearson Education Ltd, England.</p> <p>Check iLearn for purchase options.</p>
Unit web page	<p>The web page for this unit can be found at: https://ilearn.mq.edu.au/login/</p>
Technology Used and Required	<p>Students are required to have access to a personal computer and familiar with a web browser to access the unit web page (https://ilearn.mq.edu.au/login/).</p> <p>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</p>
Delivery Format and Other Details	<ul style="list-style-type: none"> Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours face to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s) Tutorials will commence in Week 2. The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	<p>Useful additional text:</p> <ul style="list-style-type: none"> Amit, R. and Zott, C. (2021) "Business Model Innovation Strategy" John Wiley & Sons, Inc. New Jersey, Canada Barringer, B. and Ireland, R. (2019). "Entrepreneurship. Successfully Launching New Ventures: Global Edition", 6th Edition, Pearson Education Ltd. England Osterwalder, A and Pigneur, Y (2010). "Business Model Generation: A handbook for visionaries, game changers and challengers", John Wiley & Sons, Inc., New Jersey. <p>Suggested Academic Journals for reading and research:</p> <ul style="list-style-type: none"> Academy of Management Perspectives California Management Review Family Business Review Harvard Business Review Journal of Business Venturing Journal of Management Long Range Planning Journal of Small Business Management <p>Some suggested journal articles may be available on iLearn</p> <p>Additional relevant resources:</p> <p>You might find the following periodicals useful:</p> <ul style="list-style-type: none"> Australian Financial Review Bloomberg Business Week Far Eastern Economic Review Fortune McKinsey Quarterly The Asian Wall Street Journal The Economist <p>Recommended readings are provided via the links on the iLearn Unit page</p>

Inherent
Requirements

None

Unit Schedule

Please see iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study

strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.