



MQBS1100

Business Innovation Challenge

Session 2, Fully online/virtual 2021

Macquarie Business School Faculty level units

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Unit Convenor

Robert Kay

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Ashley Lai

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Credit points

10

Prerequisites

Permission by special approval

Corequisites

Co-badged status

Unit description

The capacity to identify and solve business problems is a sought after skill. Businesses seek employees who can identify and systematically assess the problems they face, propose innovative solutions, and evaluate the impact of solutions on business performance. This unit provides participants with the opportunity to directly interact with business partners and work on authentic, challenging business problems. In this unit, participants will work individually and in teams on business challenges to innovatively solve authentic problems posed by a business. Participants will develop knowledge of basic theories and skills related to teamwork, problem-solving, business analysis, and time management. Participants will also learn how to assess the significance and relevance of different solutions and their impact on social, economic and environmental factors.

Important Academic Dates

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

Learning Outcomes

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

ULO1: Identify and apply methodologies to analyse a business problem.

ULO2: Work in teams and individually to identify and solve business problems.

ULO3: Communicate in both written and oral form to diverse stakeholders about business problems and solutions.

ULO4: Critically self-reflect on personal business problem-solving practices.

General Assessment Information

Late assessment submissions must be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

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

Assessment Tasks

Name	Weighting	Hurdle	Due
Stakeholder Analysis	20%	No	24/09/2021
Group Solutions Presentation	40%	No	Pt 1 (proposal deck): 22/09/2021; Pt 2 (pitch): 23/09/2021
Reflective Journal	40%	No	30/09/2021

Stakeholder Analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 10 hours

Due: **24/09/2021**

Weighting: **20%**

Students will be required to identify the range of different stakeholders both impacting and impacted by the client problem. Analysis of stakeholder perspectives on the problem will be documented in 1000 words.

On successful completion you will be able to:

- Identify and apply methodologies to analyse a business problem.
- Work in teams and individually to identify and solve business problems.
- Communicate in both written and oral form to diverse stakeholders about business

problems and solutions.

Group Solutions Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **Pt 1 (proposal deck): 22/09/2021; Pt 2 (pitch): 23/09/2021**

Weighting: **40%**

Over the course of the program students will present/interview the client twice as well as pitching their final idea at the end. All client engagements will require preparation, organisation and delivery.

On successful completion you will be able to:

- Identify and apply methodologies to analyse a business problem.
- Work in teams and individually to identify and solve business problems.
- Communicate in both written and oral form to diverse stakeholders about business problems and solutions.

Reflective Journal

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 10 hours

Due: **30/09/2021**

Weighting: **40%**

The reflective journal will be the key individual assessment item. It will take the form of an individual report of no more than 1500 words.

On successful completion you will be able to:

- Identify and apply methodologies to analyse a business problem.
- Work in teams and individually to identify and solve business problems.
- Communicate in both written and oral form to diverse stakeholders about business problems and solutions.
- Critically self-reflect on personal business problem-solving practices.

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 [Learning Skills Unit](#) 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	No textbook required
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer, Microsoft Teams and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page
Inherent Requirements	None

Unit Schedule

Day	Date	Lecture Topic
	TBC	Pre-Briefing, Reading
0	Monday, 13 September 2021	Morning session: Business Problem Analysis & Innovation, Team Introductions, Ice-breakers Afternoon session: Introducing the Client & the Business Problem
1	Tuesday, 14 September 2021	Morning session: Understanding Modern Malaysia Afternoon session: Doing Business in Malaysia
2	Wednesday, 15 September 2021	Morning session: Group Project Work – Interview preparation Afternoon session: Client Interviews
3	Thursday, 16 September 2021	Morning session: Framing problems – STEEP & Systems perspectives Afternoon session: Mentor Interviews
4	Friday, 17 September 2021	Morning session: Stakeholder Analysis Afternoon session: Mentor Interviews
5	Monday, 20 September 2021	Morning session: 2nd round of Client Interviews Afternoon session: Report & Pitch Coaching

6	Tuesday, 21 September 2021	Morning session: Group Project Work Afternoon session: Group Project Work
7	Wednesday, 22 September 2021	Morning session: Submit report for distribution to client Afternoon session: Pitch preparation
8	Thursday, 23 September 2021	Morning session: Team Pitch Symposium

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://student.mq.edu.au>

dents.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 Enquiry Service

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

Equity 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.

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.