



# COMP3780

## Technology Management

Session 1, In person-scheduled-weekday, North Ryde 2022

*School of Computing*

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## General Information

### Unit convenor and teaching staff

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### Credit points

10

### Prerequisites

130cp at 1000 level or above

### Corequisites

### Co-badged status

### Unit description

This unit provides insights into five broad aspects of management systems: environment of management; organisations and their behaviour; management of human resources; project management and control; contracts; assessment; control and quality management; training; documentation and industrial relations legal issues; and management responsibility. From a practical perspective the unit involves examining new venture start-ups with high-tech industrial and commercial domains, with students working in groups on a business plan. The unit is aimed at students with a background that is typically technical although this is not essential.

## 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:** Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.

**ULO2:** Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.

**ULO3:** Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.

**ULO4:** Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

## General Assessment Information

### Late submissions:

Late submissions will be accepted but will incur a penalty unless there is an approved Special Consideration request. A 12-hour grace period will be given after which the following deductions will be applied to the awarded assessment mark: 12 to 24 hours late = 10% deduction; for each day thereafter, an additional 10% per day or part thereof will be applied until five days beyond the due date. After this time, a mark of zero (0) will be given. For example, an assessment worth 20% is due 5 pm on 1 January. Student A submits the assessment at 1 pm, 3 January. The assessment received a mark of 15/20. A 20% deduction is then applied to the mark of 15, resulting in the loss of three (3) marks. Student A is then awarded a final mark of 12/20.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Quiz 1</a>	5%	No	15th March
<a href="#">Quiz 2</a>	5%	No	29th March
<a href="#">Quiz 3</a>	5%	No	12th May
<a href="#">Quiz 4</a>	5%	No	24th May

Name	Weighting	Hurdle	Due
<a href="#">Assignment 1</a>	20%	No	5th April 5pm
<a href="#">Assignment 2</a>	20%	No	17th May 5pm
<a href="#">Final exam</a>	40%	No	6-24th June

## Quiz 1

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 5 hours

Due: **15th March**

Weighting: **5%**

Based on chapters 3, 4, 5 and 6 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

## Quiz 2

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 5 hours

Due: **29th March**

Weighting: **5%**

Based on chapters 7, 8, 9, 10 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

## Quiz 3

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 5 hours

Due: **12th May**

Weighting: **5%**

Based on chapters 11, 12, 13 and 14 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

## Quiz 4

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 5 hours

Due: **24th May**

Weighting: **5%**

Based on chapters 15, 16, 17 and 18 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

## Assignment 1

Assessment Type **1**: Case study/analysis

Indicative Time on Task **2**: 20 hours

Due: **5th April 5pm**

Weighting: **20%**

Using Internet based reference sources, analyse the current market position of a given major technology company. Apply the principles from the textbook to answer a series of questions on management styles and organisational culture, current strategic issues facing an organisation and the prognosis for the future.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based

learning skills.

- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

## Assignment 2

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **17th May 5pm**

Weighting: **20%**

A group of FOUR students will select a new product, service or business venture as the basis for a comprehensive business plan, covering market analysis, the product or service offering, marketing plan, operations plan, financial plan, risk management and recommendations. The overall mark is moderated by Peer Review feedback.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

## Final exam

Assessment Type <sup>1</sup>: Examination

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **6-24th June**

Weighting: **40%**

A series of short answer questions representing most chapters of the textbook and the related workshops, to be completed in a closed book exam over 3 hours.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

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<sup>1</sup> 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.

<sup>2</sup> 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

Each week you should attend 2 hours of lectures and 1 hour of tutorial. For details of days, times and rooms consult the [timetables webpage](#).

**Mandatory text:** Robbins, S., Bergman, R., Coulter, M., (2017) [Management](#) 8th. ed. Pearson Australia.

*Do not buy earlier editions as the quiz questions in particular will directly relate only to the 8th edition.*

All lecture slides will be available from [iLearn](#). Audio from the lectures will be available via the Echo360 system with links from the unit's iLearn home page.

All assignments are accessed from [iLearn](#) and submitted through iLearn.

Assignments 1 and 2 are Turnitin assignments, submitted through iLearn, but sent to Turnitin for plagiarism checking. Students should allow up to 24 hours to receive Turnitin feedback reports.

### Website and access to unit material:

The web page and content for this unit can be found at iLearn: <https://ilearn.mq.edu.au/login/MQ/>. Note that the unit content is not publicly available and requires for you to log in to access.



## Unit Schedule

Week	Day and Date	Lecture	Tutorial	Assessments
1 - Peter	Mon 21/2	Unit Outline Chapters 1 and 2	<b>No tutorial</b>	
2 - Peter	Mon 28/2	Chapters 3 and 4	Managing McDonald's Australia, pp 31-32	
3 - Peter	Mon 7/3	Chapters 5 and 6	Culture of the ADF, pp 100-101	
4 - Peter	Mon 14/3	Chapters 7 and 8	A wakeup call to global clothing brands, pp 177-178	<b>Quiz 1</b> - closes 15/3
5 - Peter	Mon 21/3	Chapters 9 and 10	Workplace stress can kill, pp 246-247	
6 - Peter	Mon 28/3	Chapters 11 and 12	Netflix and SVOD pp309-310	<b>Quiz 2</b> - closes 29/3
7 - Evelyn	Mon 4/4	Writing a Business Plan Financial Analysis	Group Assignment Topics	<b>Assg 1 due</b> - 5th April
<b>Mid Semester Break 9-25th April - n.b. ANZAC Day 25th April</b>				
8 - Evelyn	Mon 25/4	<b>No lecture - ANZAC Day holiday</b>	Starbucks Controls, p348	
9 - Evelyn	Mon 2/5	Chapters 13 and 14	Teamwork at Lonely Planet, p455	
10 - Evelyn	Mon 9/5	Chapters 15 and 16	Delivery disaster at Domino's Pizza, p577	<b>Quiz 3</b> - closes 12/5
11 - Evelyn	Mon 16/5	Chapters 17 and 18	Radical leadership, p649	<b>Assg 2 due</b> - due 17/5
12 - Evelyn	Mon 23/5	Revision - Evelyn's material	Assignment Review	<b>Quiz 4</b> - closes 24/5
13 - Peter	Mon 30/5	Revision - Peter's material	No Workshop	
<b>Exam</b>	6-24th June	Check online for details	All unit material, including workshops	

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

## The Writing Centre

The [Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.

## Changes from Previous Offering

We are now back to in class attendance. Ms. Evelyn Ng joins us as a new lecturer on the unit, replacing Prof. Jian Yang.

## Standards

Four standards, namely HD, D, CR, P summarize as many different levels of achievement. Each

standard is precisely defined to help students know what kind of performance is expected to deserve a certain mark. The standards corresponding to the learning outcomes of this unit are given below.

L.O. 1	Pass	Credit	Distinction	High Distinction
Leadership	Can reproduce some definitions and ideas, show some breadth of understanding of new business leadership	Show breadth of understanding across most of the unit material relating to a new business venture	Apply terminology and ideas in some new contexts, show breadth of understanding across most of the new business unit material	Apply terminology and ideas in new contexts, show breadth of understanding of all the new business unit material and external references
L.O. 2	Pass	Credit	Distinction	High Distinction
People Skills	Can reproduce some definitions and ideas, show some breadth of understanding of individual and team motivation	Show breadth of understanding across most of the unit material relating to individual and team motivation	Apply terminology and ideas in some new contexts, show breadth of understanding across most of the people management unit material	Apply terminology and ideas in new contexts, show breadth of understanding of all people management unit material and external references
L.O. 3	Pass	Credit	Distinction	High Distinction
Critical Analysis	Able to provide and accept critical analysis and demonstrate some social learning skills related to some unit material	Able to provide and accept well considered critical analysis and demonstrate social learning skills related to most of the unit material	Able to provide and accept well considered critical analysis and demonstrate refined social and problem learning skills related to all the unit material	Able to provide and accept well considered critical analysis and demonstrate refined social and problem learning skills related to all the unit material and additional outside reference material
L.O. 4	Pass	Credit	Distinction	High Distinction

Business Understanding	Understands the basic idea of how to build a successful business including some of the elements of marketing, operations, financials and control.	Understands more than the basic superficial ideas of how to build a successful business including most of the elements of marketing, operations, financials and control.	Exemplifies a knowledge of the key concepts of how to build a successful business including all of the elements of marketing, operations, financials and control.	Has a complete command of the subject matter on a deeper level on how to build a successful business including all of the elements of marketing, operations, financials control and risk management.
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