MGMT2080
Application of Business Models
Session 1, In person/Online-scheduled-weekday, North Ryde 2022
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
Frances Chang
frances.chang@mq.edu.au

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 or refine existing business models.

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:

UL01: Describe and evaluate a range of business models and their applications in the context of the broader business environment.
UL02: Critically analyse a range of business model frameworks.
UL03: Apply the discipline of business models and analytical techniques to sustainable business operations.
UL04: Identify a project and develop a business model to create sustainable values.
### General Assessment Information

#### Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

**Table 1: Penalty calculation based on submission time**

<table>
<thead>
<tr>
<th>Submission time after the due date (including weekends)</th>
<th>Penalty (% of available assessment task mark)</th>
<th>Example: for a non-timed assessment task marked out of 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 24 hours</td>
<td>10%</td>
<td>10% x 30 marks = 3-mark deduction</td>
</tr>
<tr>
<td>24-48 hours</td>
<td>20%</td>
<td>20% x 30 marks = 6-mark deduction</td>
</tr>
<tr>
<td>48-72 hours</td>
<td>30%</td>
<td>30% x 30 marks = 9-mark deduction</td>
</tr>
<tr>
<td>72-96 hours</td>
<td>40%</td>
<td>40% x 30 marks = 12-mark deduction</td>
</tr>
<tr>
<td>&gt; 96 hours</td>
<td>100%</td>
<td>Assignment won’t be accepted</td>
</tr>
</tbody>
</table>

#### Special Consideration

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study Analysis</td>
<td>50%</td>
<td>No</td>
<td>Week 6 and Week 8</td>
</tr>
<tr>
<td>Individual Report</td>
<td>50%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

#### Case Study Analysis

Assessment Type 1: Case study/analysis

Indicative Time on Task 2: 25 hours

Due: **Week 6 and Week 8**
Unit guide MGMT2080 Application of Business Models

Weighting: 50%

2x Individual Case Analysis (not exceeding 1500 words for each analysis) worth 25% each.

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.

Individual Report

Assessment Type 1: Report
Indicative Time on Task 2: 25 hours
Due: Week 13
Weighting: 50%

Individual Report not exceeding 2500 words worth 50%.

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.
• Identify a project and develop a business model to create sustainable values.

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

### Unit web page
The web page for this unit can be found at: [https://ilearn.mq.edu.au/login/](https://ilearn.mq.edu.au/login/)

### Technology Used and Required
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/](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/](http://www.timetables.mq.edu.au/)

### Recommended readings
Useful additional text:

Suggested Academic Journals for reading and research:
- 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

Some suggested journal articles may be available on iLearn

### 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). 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). 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) 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/

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.
Getting help with your assignment
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 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.