



# MGMT2080

## Application of Business Models

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

*Department of Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

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 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:

**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.

## 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**

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

### 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

Name	Weighting	Hurdle	Due
<u>Case Study Analysis</u>	50%	No	Week 6 and Week 8
<u>Individual Report</u>	50%	No	Week 13

### Case Study Analysis

Assessment Type <sup>1</sup>: Case study/analysis

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

Due: **Week 6 and Week 8**

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 <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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.

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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

<b>Required text</b>	<p>Bock, Adam and George, Gerard (2018). "The Business Model Book", Pearson Education Ltd, England.</p> <p>Check iLearn for purchase options.</p>
<b>Unit web page</b>	<p>The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a></p>
<b>Technology Used and Required</b>	<p>Students are required to have access to a personal computer and familiar with a web browser to access the unit web page (<a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>).</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>
<b>Delivery Format and Other Details</b>	<p>The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></p>
<b>Recommended readings</b>	<p>Useful additional text:</p> <ul style="list-style-type: none"> <li>• Amit, R. and Zott, C. (2021) "Business Model Innovation Strategy" John Wiley &amp; Sons, Inc. New Jersey, Canada</li> <li>• Barringer, B. and Ireland, R. (2019). "Entrepreneurship. Successfully Launching New Ventures: Global Edition", 6th Edition, Pearson Education Ltd. England</li> <li>• Osterwalder, A and Pigneur, Y (2010). "Business Model Generation: A handbook for visionaries, game changers and challengers", John Wiley &amp; Sons, Inc., New Jersey.</li> </ul> <p>Suggested Academic Journals for reading and research:</p> <ul style="list-style-type: none"> <li>• Academy of Management Perspectives</li> <li>• California Management Review</li> <li>• Family Business Review</li> <li>• Harvard Business Review</li> <li>• Journal of Business Venturing</li> <li>• Journal of Management</li> <li>• Long Range Planning</li> <li>• Journal of Small Business Management</li> </ul> <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"> <li>• Australian Financial Review</li> <li>• Bloomberg Business Week</li> <li>• Far Eastern Economic Review</li> <li>• Fortune</li> <li>• McKinsey Quarterly</li> <li>• The Asian Wall Street Journal</li> <li>• The Economist</li> </ul> <p>Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page</p>
<b>Inherent Requirements</b>	<p>None</p>

## 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](#)
- [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](https://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.