



# MMBA8095

## Digital Strategy for Business

Term 1, In person/Online-scheduled-intensive, North Ryde 2022

*Department of Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Roger Moser

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Contact via E-mail

Macquarie Uni Campus, 4 Eastern Road, Room 512

As per request

Credit points

10

Prerequisites

MMBA8055 or MMBA8050

Corequisites

Co-badged status

Unit description

Digitisation, IoT, robotics and artificial intelligence are key concerns for executives and business leaders around the globe. These technologies, along with other developments, create a VUCA world where many successful business models are made obsolete and completely new ones are created. Organisations need to update their strategies to create a fit between their value creation, value capture and value delivery activities (i.e. business models) and their new competitive environment. To do so, it is essential to understand the potential and limitations of digital technologies and other developments to create competitive advantages. Through conceptual lectures, real-world case studies and guest lectures, this unit presents, discusses and analyses actionable insights into how digital technologies affect the business models of organisations, their digital infrastructure and strategic transformation.

## 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:** Identify and discuss political, social, economic and technological developments driving the imperative to develop digital business models.

**ULO2:** Undertake internal and external strategic analyses to assess an organisation’s competitiveness in the digital era.

**ULO3:** Identify basic mechanisms and logics of digital business models and examine the key resources and capabilities of digital transformation in their implementation.

**ULO4:** Design and communicate a digital strategy that is aligned to an organisation and is optimal for delivering growth and profitability.

## 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
<a href="#">Technology Reflection Paper</a>	20%	No	07/03/2022

Name	Weighting	Hurdle	Due
<a href="#">Digital Business Model (Design)</a>	30%	No	26/02/2022 (9am)
<a href="#">Strategy Report</a>	50%	No	14/03/2022

## Technology Reflection Paper

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

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **07/03/2022**

Weighting: **20%**

Students will be required to submit a 1,000-word report to describe how a selected technology or other development will impact the key mechanisms/business model patterns 5 years from now in an industry of their choice.

On successful completion you will be able to:

- Identify and discuss political, social, economic and technological developments driving the imperative to develop digital business models.
- Undertake internal and external strategic analyses to assess an organisation's competitiveness in the digital era.
- Identify basic mechanisms and logics of digital business models and examine the key resources and capabilities of digital transformation in their implementation.

## Digital Business Model (Design)

Assessment Type <sup>1</sup>: Design Task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **26/02/2022 (9am)**

Weighting: **30%**

This group assignment will require students to design a digital business model for an allocated organisation.

Students will be required to present and defend the designed business model in a presentation

On successful completion you will be able to:

- Identify and discuss political, social, economic and technological developments driving

the imperative to develop digital business models.

- Undertake internal and external strategic analyses to assess an organisation's competitiveness in the digital era.
- Identify basic mechanisms and logics of digital business models and examine the key resources and capabilities of digital transformation in their implementation.

## Strategy Report

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

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

Due: **14/03/2022**

Weighting: **50%**

Students will be required to submit a 2,000-word report to describe the necessary transformational activities that the allocated organisation needs to implement in order to realise the designed business model.

On successful completion you will be able to:

- Identify and discuss political, social, economic and technological developments driving the imperative to develop digital business models.
- Identify basic mechanisms and logics of digital business models and examine the key resources and capabilities of digital transformation in their implementation.
- Design and communicate a digital strategy that is aligned to an organisation and is optimal for delivering growth and profitability.

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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

Required text	All relevant texts and videos can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>
Unit web page	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>

<b>Technology Used and Required</b>	Students are required to have access to a personal computer and familiarise themselves with iLearn ( <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a> ).  iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
<b>Delivery Format and Other Details</b>	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>
<b>Recommended readings</b>	Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page
<b>Inherent requirements</b>	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](#)
- [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.