GMBA8013

Be Disruptive

Coursera term 1, Online-scheduled-weekday 2022

Department of Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Amer Khan
amer.khan@mq.edu.au

Credit points
5

Prerequisites
Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description
How can disruptive strategic thinking be deployed to develop or protect competitive advantage? The most innovative and successful companies today have all managed to fundamentally disrupt and reshape existing industries, or create completely new ones. What are the strategies, business models, and technologies that lie behind this? Is the strategic thinking that is required to successfully compete in today's digital world actually different? And how could you deploy disruptive strategic thinking to reshape your own company and industry?

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: Define a range of disruptive technologies and their implications on organisations and industry sectors

ULO2: Develop strategies and approaches to create innovative business models

ULO3: Apply strategic thinking and tools to evaluate the impact of new innovations and the plausibility of successfully adoption

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.

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
Case analysis - Disruptive project	40%	No	Week 3 - 28 Jan
Case analysis - Business model innovation	60%	No	Week 6 - 18 Feb

Case analysis - Disruptive project

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 10 hours
Due: **Week 3 - 28 Jan**
Weighting: **40%**

Length: max 1,000 words (excl. references) Format: Written report Task: In this written report, you will analyse the strategies that you adopted in a run of the assigned simulation. Please refer to the section Course Resources - Assessment Information in your online unit for detailed information on this assignment as well as the marking criteria. You will be asked to submit your

completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

- Define a range of disruptive technologies and their implications on organisations and industry sectors
- Apply strategic thinking and tools to evaluate the impact of new innovations and the plausibility of successfully adoption

Case analysis - Business model innovation

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 14 hours
Due: **Week 6 - 18 Feb**
Weighting: **60%**

Length: 1,800 - 2,000 words (excl. references) Format: Written report Task: In this written report, you will be asked to identify an industry and analyse how an innovative and potentially disruptive product or service has been implemented through business model innovation in that industry. Please refer to the section Course Resources - Assessment Information in your online unit for detailed information on this assignment as well as the marking criteria. You will be asked to submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

- Define a range of disruptive technologies and their implications on organisations and industry sectors
- Develop strategies and approaches to create innovative business models
- Apply strategic thinking and tools to evaluate the impact of new innovations and the plausibility of successfully adoption

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[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 Writing Centre 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

There is no required textbook for this unit. Please refer to the weekly required readings in your online unit. All readings are available via the Macquarie University library and do not need to be purchased separately.

Delivery method

This unit will be delivered entirely online via the Coursera Learning Management System. Access to a personal computer is required to access the resources and learning materials on Coursera.

Unit Schedule

Live Events

Please refer to the timetable information in eStudent or the GMBA website for Live Event session timings. **Please note:** The teaching schedule is subject to change. Please refer to your Coursera unit for a detailed Live Event schedule.

Live Events will take place via Zoom each week starting in Week 1 and ending in Week 6. The links to the events are available via **Live Events** in the Coursera unit.

You will need to use your Macquarie University student Zoom account to access the Live Events.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor, and classmates. Students are strongly advised to attend the Live Events. Recordings of the live events will be made available within 24 hours of the event and can be accessed via the Coursera unit content.

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
- 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). 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

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/.

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.