GMBA8004
Become a Meaning Maker
Coursera term 6, Online-scheduled-weekday 2023
Department of Management

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General Information

Unit convenor and teaching staff
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Contact via email
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By appointment

Credit points
5

Prerequisites
Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description
Faced with complex and ambiguous environments, how do leaders envision the future and instill their vision in a way that conveys its meaningfulness and drives change and innovation? This unit addresses this challenge using the lenses of leadership, vision and identity. Drawing on theories such as internal marketing, the unit explores how students, as leaders, can create a compelling vision and understand how to communicate with impact and meaning. Students will also understand how to build personal power to exert influence and how to harness the transformative power of social identity to sustain commitment to the vision. Special attention will be given to the role of identity in leading across cultures and borders. In exploring these concepts, the unit will also build an understanding of how storytelling can engage and influence people beyond traditional approaches to communication. This unit will also explore the role of brands and visual identity in organisational success. Students will develop awareness of brand identity and the role of brand in clarifying and reinforcing the vision, both within the organisation, and for partners and customers.

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: Evaluate approaches to influencing and creating meaning at work.
ULO2: Synthesise and apply concepts related to the role of visionary leadership and identity in meaning making in complex and dynamic organisational contexts
ULO4: Create strategies to leverage meaning making through branding
ULO3: Analyse and apply approaches to meaning making that play a role in aligning employee buy-in of organisational narratives
ULO5: Situate discussions of meaning making within broader social contexts and concerns

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of ‘0’ will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

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.

Word limits

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>Reflection and analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 3</td>
</tr>
<tr>
<td>Purposeful meaning making</td>
<td>60%</td>
<td>No</td>
<td>Week 6</td>
</tr>
</tbody>
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Reflection and analysis

Assessment Type 1: Report
Indicative Time on Task 2: 10 hours
Due: **Week 3**  
Weighting: **40%**

Length: max 1,000 words (excl. references) Format: Written report  
Task: You will be asked to analyse and synthesise factors that contribute to meaning and meaninglessness at work.

On successful completion you will be able to:
- Evaluate approaches to influencing and creating meaning at work.
- Analyse and apply approaches to meaning making that play a role in aligning employee buy-in of organisational narratives

**Purposeful meaning making**

Assessment Type: Report  
Indicative Time on Task: 14 hours  
Due: **Week 6**  
Weighting: **60%**

Length: 1,800 - 2,000 words (excl. references) Format: Written report  
Task: In this task, you will be asked to identify and analyse factors that contribute the most to successful/unsuccessful higher purpose meaning making. 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:
- Synthesise and apply concepts related to the role of visionary leadership and identity in meaning making in complex and dynamic organisational contexts
- Create strategies to leverage meaning making through branding
- Analyse and apply approaches to meaning making that play a role in aligning employee buy-in of organisational narratives
- Situate discussions of meaning making within broader social contexts and concerns

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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
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
Please refer to the unit content on Coursera.

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 Advocacy provides independent advice on MQ policies, procedures, and processes

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.