MMBA8095

Digital Strategy for Business

Term 1, In person-scheduled-weekday, North Ryde 2023

Department of Management

Contents

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General Information

Unit convenor and teaching staff Roger Moser roger.moser@mq.edu.au
Credit points 10
Prerequisites Admission to MBA
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 Assessment Submission Penalty (written 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Strategy Report	50%	No	Week 10
Technology Reflection Paper	20%	No	Week 5
Digital Business Model (Design)	30%	No	Week 8

Strategy Report

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 20 hours
Due: **Week 10**
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.

Technology Reflection Paper

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 10 hours
Due: **Week 5**
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 [1]: Design Task
Indicative Time on Task [2]: 30 hours
Due: **Week 8**
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.

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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

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.