



MQBS1100

Business Innovation Challenge

Session 1, In person-scheduled-infrequent, North Ryde 2023

Macquarie Business School Faculty level units

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General Information

Unit convenor and teaching staff

Unit Convenor

Rebecca Bachmann

rebecca.bachmann@mq.edu.au

Room 343, Level 3, 4ER

Refer to iLearn

Credit points

10

Prerequisites

Permission by special approval

Corequisites

Co-badged status

Unit description

The capacity to identify and solve business problems is a sought after skill. Businesses seek employees who can identify and systematically assess the problems they face, propose innovative solutions, and evaluate the impact of solutions on business performance. This unit provides participants with the opportunity to directly interact with business partners and work on authentic, challenging business problems. In this unit, participants will work individually and in teams on business challenges to innovatively solve authentic problems posed by a business. Participants will develop knowledge of basic theories and skills related to teamwork, problem-solving, business analysis, and time management. Participants will also learn how to assess the significance and relevance of different solutions and their impact on social, economic and environmental factors.

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 apply methodologies to analyse a business problem.

ULO2: Work in teams and individually to identify and solve business problems.

ULO3: Communicate in both written and oral form to diverse stakeholders about

business problems and solutions.

ULO4: Critically self-reflect on personal business problem-solving practices.

General Assessment Information

Late assessment submissions must be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Stakeholder Analysis	20%	No	TBC
Group Solutions Presentation	40%	No	TBC
Reflective Journal	40%	No	TBC

Stakeholder Analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 10 hours

Due: **TBC**

Weighting: **20%**

Students will be required to identify the range of different stakeholders both impacting and impacted by the client problem. Analysis of stakeholder perspectives on the problem will be documented in 1000 words.

On successful completion you will be able to:

- Identify and apply methodologies to analyse a business problem.
- Work in teams and individually to identify and solve business problems.
- Communicate in both written and oral form to diverse stakeholders about business problems and solutions.

Group Solutions Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **TBC**

Weighting: **40%**

Over the course of the program students will present/interview the client twice as well as pitching their final idea at the end. All client engagements will require preparation, organisation and delivery.

On successful completion you will be able to:

- Identify and apply methodologies to analyse a business problem.
- Work in teams and individually to identify and solve business problems.
- Communicate in both written and oral form to diverse stakeholders about business problems and solutions.

Reflective Journal

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 10 hours

Due: **TBC**

Weighting: **40%**

The reflective journal will be the key individual assessment item. It will take the form of an individual report of no more than 1500 words.

On successful completion you will be able to:

- Identify and apply methodologies to analyse a business problem.
- Work in teams and individually to identify and solve business problems.
- Communicate in both written and oral form to diverse stakeholders about business problems and solutions.
- Critically self-reflect on personal business problem-solving practices.

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	No textbook required
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer, Microsoft Teams and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page
Inherent Requirements	None

Unit Schedule

Day	Date	Lecture Topic*
	TBC	Pre-Briefing, Reading
0	TBC	Morning session: Business Problem Analysis & Innovation, Team Introductions, Ice-breakers Afternoon session: Introducing the Client & the Business Problem
1	TBC	Morning session: Understanding Modern Japan Afternoon session: Doing Business in Japan
2	TBC	Morning session: Group Project Work – Interview preparation Afternoon session: Client Interviews
3	TBC	Morning session: Framing problems – STEEP & Systems perspectives Afternoon session: Mentor Interviews
4	TBC	Morning session: Stakeholder Analysis Afternoon session: Mentor Interviews
5	TBC	Morning session: 2nd round of Client Interviews Afternoon session: Report & Pitch Coaching
6	TBC	Morning session: Group Project Work Afternoon session: Group Project Work

7	TBC	Morning session: Submit report for distribution to client Afternoon session: Pitch preparation
8	TBC	Morning session: Team Pitch Symposium

*Subject to change, please refer to iLearn for final program details.

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 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 an](#)

[d 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.

