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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stakeholder Analysis</td>
<td>20%</td>
<td>No</td>
<td>TBC</td>
</tr>
<tr>
<td>Group Solutions Presentation</td>
<td>40%</td>
<td>No</td>
<td>TBC</td>
</tr>
<tr>
<td>Reflective Journal</td>
<td>40%</td>
<td>No</td>
<td>TBC</td>
</tr>
</tbody>
</table>

**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.

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**

<table>
<thead>
<tr>
<th>Required Text</th>
<th>No textbook required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Web Page</td>
<td>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></td>
</tr>
<tr>
<td>Technology Used and Required</td>
<td>Students are required to have access to a personal computer, Microsoft Teams 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.</td>
</tr>
<tr>
<td>Delivery Format and Other Details</td>
<td>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></td>
</tr>
<tr>
<td>Recommended readings</td>
<td>Recommended readings are provided via the links on the iLearn Unit page</td>
</tr>
<tr>
<td>Inherent Requirements</td>
<td>None</td>
</tr>
</tbody>
</table>

**Unit Schedule**

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Lecture Topic*</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBC</td>
<td></td>
<td>Pre-Briefing, Reading</td>
</tr>
</tbody>
</table>
| 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 |
**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](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
Student Support

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](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/](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](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/). The policy applies to all who connect to the MQ network including students.