GMBA8013
Be Disruptive
Coursera term 4, Online-scheduled-weekday 2024

Department of Management

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General Information

Unit convenor and teaching staff
Nidthida Lin
nidthida.lin@mq.edu.au
By appointment

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, 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 8:00am (AEST).
Please note that the 8:00am (AEST) due time is to provide equitable time on weekends for
international students located overseas. 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>
</tr>
</thead>
<tbody>
<tr>
<td>Case analysis - Disruptive project</td>
<td>40%</td>
<td>No</td>
<td>Monday of Week 4, 8:00am</td>
</tr>
<tr>
<td>Case analysis - Business model innovation</td>
<td>60%</td>
<td>No</td>
<td>Saturday of Week 6, 8:00am</td>
</tr>
</tbody>
</table>

Case analysis - Disruptive project

Assessment Type: Case study/analysis
Indicative Time on Task: 10 hours
Due: Monday of Week 4, 8:00am
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.

https://unitguides.mq.edu.au/unit_offerings/163732/unit_guide/print
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: Saturday of Week 6, 8:00am
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

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

Please refer to the unit content on Coursera.

Unit Schedule

Refer to the timetable information on the GMBA website, students can plan their timetable using the new Class Finder tool in eStudent for Live Event session timings. Please note the timetable can be subject to change. See 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 will be active from 10 minutes prior to the scheduled time and are available via Live Events in the left-hand navigation menu in your 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 will be made available in the unit contents on Coursera shortly after the event.

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
Unit guide GMBA8013 Be Disruptive

- 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.

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>29/05/2024</td>
<td>Update the submission due date to 8:00am</td>
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<tr>
<td>28/05/2024</td>
<td>Update general assessment information</td>
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Unit information based on version 2024.01R of the Handbook