



MGMT8005

Managing Technology

Session 1, In person-scheduled-weekday, North Ryde 2024

Department of Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

John Edwards

john.edwards@mq.edu.au

Contact via Email

Room 222, Level 2, 4ER Building, 4 Eastern Road.

Thursday 12pm - 3pm.

Credit points

10

Prerequisites

Admission to MIntBus or MMgmt or MEngMgt or MCom or MBusAnalytics or MIT

Corequisites

Co-badged status

Unit description

Digital innovations are disrupting markets, organisations and management itself. They represent essential drivers for change with respect to the value creation, value capture and value delivery activities of companies as well as how managers and executives are running their organisations. In order to stay competitive, executives and managers have to be able to critically evaluate the nature and significance of various digital technologies and new business model patterns to understand unfolding trends and avoid fads. Digital innovations also offer new techniques and tools for effective organisational management in uncertain and ambiguous environments. In this unit, students will develop the knowledge and skills required to manage digital innovations based on new technologies and business model patterns. They will learn to re-conceptualise how organisations stay competitive through digital innovations, how to organise research and development to create digital innovations and how such solutions can enhance decision-making processes.

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 the concepts of digital innovations and disruption.

ULO2: Critique a range of digital business models which sustain competitive advantage in products and services.

ULO3: Apply digital business models to new business settings.

ULO4: Develop a digital business model that recommends solutions to enhance an organisation's competitive position.

General Assessment Information

Late Assessment Submission Penalty

Unless an application for [Special Consideration](#) 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, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|--|-----------|--------|---------|
| Video Presentation & Written Report | 40% | No | Week 8 |
| Class preparation / Understanding key concepts | 10% | No | Weekly |
| Digital Innovation / Business Model Proposal | 50% | No | Week 12 |

Video Presentation & Written Report

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **Week 8**

Weighting: **40%**

This assessment is worth 40% in total. It is a 7 minute individual presentation plus 10 minute question and answer session involving all group members. Half of the assessment is based on the joint group report (20%), half of the assessment is based on the individual group members' contribution during the presentation & Q&A (20%)

On successful completion you will be able to:

- Evaluate the concepts of digital innovations and disruption.
- Critique a range of digital business models which sustain competitive advantage in products and services.
- Apply digital business models to new business settings.

Class preparation / Understanding key concepts

Assessment Type ¹: Examination

Indicative Time on Task ²: 10 hours

Due: **Weekly**

Weighting: **10%**

Individual preparation for the unit will be graded and is worth 10%. The assessment happens via an online exam.

On successful completion you will be able to:

- Evaluate the concepts of digital innovations and disruption.

Digital Innovation / Business Model Proposal

Assessment Type ¹: Project

Indicative Time on Task ²: 40 hours

Due: **Week 12**

Weighting: **50%**

This assessment is worth 50% in total. It is a 3,000 word individual report based on Amazon's 6-page narrative memo approach.

On successful completion you will be able to:

- Critique a range of digital business models which sustain competitive advantage in products and services.
- Apply digital business models to new business settings.
- Develop a digital business model that recommends solutions to enhance an organisation's competitive position.

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

Please see iLearn for further information.

Unit Schedule

Outline of Topics.

1. Digital Disruption
2. Digital Business Models
3. Digital Eco-Systems and Platforms
4. Marketing Technology
5. Disruptive Technologies
6. Digital Product Development: From Idea Generation to Implementation / Market Entry.

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 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.

Changes from Previous Offering

Teaching Materials have been updated.

Unit information based on version 2024.03 of the [Handbook](#)