MMBA8095
Digital Strategy for Business

Term 1, In person-scheduled-weekday, City 2024

Department of Management

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https://unitguides.mq.edu.au/unit_offerings/166759/unit_guide/print
General Information

Unit convenor and teaching staff
Roger Moser
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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.

https://unitguides.mq.edu.au/unit_offerings/166759/unit_guide/print
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Reflection Paper</td>
<td>20%</td>
<td>No</td>
<td>Week 5 (11th February 2024)</td>
</tr>
<tr>
<td>Digital Business Model (Design)</td>
<td>30%</td>
<td>No</td>
<td>Week 8 (27th February 2024)</td>
</tr>
<tr>
<td>Strategy Report</td>
<td>50%</td>
<td>No</td>
<td>24th March 2024</td>
</tr>
</tbody>
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Technology Reflection Paper

Assessment Type: Case study/analysis
Indicative Time on Task: 10 hours
Due: Week 5 (11th February 2024)
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 (27th February 2024)
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.

Strategy Report
Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 20 hours
Due: 24th March 2024
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.

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
See iLearn.