



MMBA8095

Digital Transformation: Navigating Complex Environments

Term 1, In person-scheduled-infrequent, City 2025

Department of Management

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General Information

Unit convenor and teaching staff Roger Moser roger.moser@mq.edu.au
Credit points 10
Prerequisites Admission to MBA
Corequisites
Co-badged status
Unit description Unlock the power of digital technologies and navigate dynamic markets when you learn to strategise during a company's digital transformation. In this unit, executives and business leaders explore the transformative potential of digitisation, IoT, robotics, and artificial intelligence in reshaping business models and succeeding in competitive landscapes worldwide. Through conceptual lectures, real-world case studies, and guest lectures, gain actionable insights into how digital technologies impact organisations' business models and digital infrastructure. Explore the essential aspects of creating a fit between value creation, value capture, and value delivery activities to thrive in dynamic markets. Gain a deep understanding of the potential and limitations of digital technologies in creating sustainable competitive advantages and discover strategies to leverage these technologies for organisational success. Equip yourself with the knowledge and tools needed to lead strategic digital transformation initiatives, positioning your organisation for success in the digital age.

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 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 the basic mechanisms and logic of digital business models and examine the key resources and capabilities of digital transformations.

ULO4: Design and communicate a digital strategy that is aligned with an organisation's mission and is optimal for delivering growth and profitability.

General Assessment Information

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 apply for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Technology Reflection Paper</u>	20%	No	Week 5 (MQ Uni Schedule)
<u>Strategy Report</u>	50%	No	Week 9 (MQ Uni Schedule)
<u>Digital Business Model (Design)</u>	30%	No	Week 7 (MQ Uni Schedule)

Technology Reflection Paper

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 10 hours

Due: **Week 5 (MQ Uni Schedule)**

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 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 the basic mechanisms and logic of digital business models and examine the key resources and capabilities of digital transformations.

Strategy Report

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **Week 9 (MQ Uni Schedule)**

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 technological developments driving the imperative to develop digital business models.
- Identify the basic mechanisms and logic of digital business models and examine the key resources and capabilities of digital transformations.
- Design and communicate a digital strategy that is aligned with an organisation's mission and is optimal for delivering growth and profitability.

Digital Business Model (Design)

Assessment Type ¹: Design Task

Indicative Time on Task ²: 30 hours

Due: **Week 7 (MQ Uni Schedule)**

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 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 the basic mechanisms and logic of digital business models and examine the key resources and capabilities of digital transformations.
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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.

Unit Schedule

Please see iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.s.mq.edu.au) (<https://policies.s.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 connect.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 the [Service Connect Portal](#), 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.

Unit information based on version 2025.06 of the [Handbook](#)