



G MBA8123

Applied Immersion 1

Coursera term 3, Online-scheduled-weekday 2025

Department of Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Policies and Procedures</u>	4

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General Information

Unit convenor and teaching staff Chelsea Wise chelsea.wise@mq.edu.au
Credit points 5
Prerequisites GMBA8121 and GMBA8122
Corequisites GMBA8124
Co-badged status
Unit description A future-focused capability for all managers is the ability to identify the problem and develop creative solutions. Without creativity, your business runs the risk of falling behind competitors, becoming less agile and could be vulnerable to market pressures. The two units in the Capstone apply the knowledge learnt throughout the course into an industry challenge. In Applied Immersion 1, each group will identify a start-up opportunity and explore this situation based on their learning throughout the GMBA as well as pertinent literature. Groups will have access to an industry panel throughout this unit, providing opportunity for substantial work-integrated learning.

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:** Reflect on your experiences to advance learning and skill development.
- ULO2:** Synthesise and critically analyse literature and industry information pertinent to an industry challenge or opportunity.
- ULO3:** Apply innovative problem solving and self-directed project planning skills to complete a complex project
- ULO4:** Present complex material effectively.

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

11:59pm(Sydney time). 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
Initial Presentation Slide Deck	50%	No	Week 2 - Thursday 15 May 2025 - 11:59pm (AEST)
GMBA critical reflection	50%	No	Week 6 - Saturday 14 June 2025 - 11:59pm (AEST)

Initial Presentation Slide Deck

Assessment Type [1](#): Presentation

Indicative Time on Task [2](#): 30 hours

Due: **Week 2 - Thursday 15 May 2025 - 11:59pm (AEST)**

Weighting: **50%**

Length: 15 min. presentation

Format: Team Presentation (25%); Individual Performance (25%)

Task: In this assignment, your project team submit a slide deck that effectively and creatively presents their project proposal. Groups will present a project summary, based on their submitted slide deck, to the industry panel.

On successful completion you will be able to:

- Reflect on your experiences to advance learning and skill development.
- Synthesise and critically analyse literature and industry information pertinent to an industry challenge or opportunity.
- Apply innovative problem solving and self-directed project planning skills to complete a complex project
- Present complex material effectively.

GMBA critical reflection

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 24 hours

Due: **Week 6 - Saturday 14 June 2025 - 11:59pm (AEST)**

Weighting: **50%**

Length: 1000-1200 words (individual) Format: Individual Reflection (50%) Task: In this assignment, you will complete: An individual reflection on your GMBA learning.

On successful completion you will be able to:

- Reflect on your experiences to advance learning and skill development.
- Synthesise and critically analyse literature and industry information pertinent to an industry challenge or opportunity.
- Apply innovative problem solving and self-directed project planning skills to complete a complex project
- Present complex material effectively.

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

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 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/>

Academic Success

[Academic Success](#) 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 2025.01R of the [Handbook](#)