



MGMT8005

Digital Innovation

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Management

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General Information

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Credit points

10

Prerequisites

Admission to MIntBus or MMgmt or MEngMgt or MCom or MBusAnalytics or MIT or MMktg or GradCertResMQBS or GradDipResMQBS

Corequisites

Co-badged status

Unit description

Digital innovations are disrupting markets and organizations. They represent essential drivers for change with respect to the value creation, value capture and value delivery activities of companies when serving their customers. To stay competitive, executives and managers must 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. Similarly, they must be able to apply innovation techniques to develop innovative digital products and services for evolving customer segments. In this unit, students will develop the knowledge and skills to develop digital innovations based on new technologies at the business unit and product/service level. They will learn to apply innovation techniques to create a product-market fit while leveraging new digital technologies.

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 (written assessments)

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

- *Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.*
- *Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.*

Extensions: Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Digital innovation proposal	40%	No	30/10/2026	Individual	Yes	Open AI
Formal examination: Test	20%	No	31/08/2026	Individual	No	Observed
Professional practice: Digital business model analysis	40%	No	07/09/2026	Individual and Group	No	Open AI

Professional practice: Digital innovation proposal

Assessment Type ¹: Professional task

Indicative Time on Task ²: 40 hours

Due: **30/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to develop your ability to identify, justify, and communicate an innovative digital solution that enhances an organisation's business model through the use of technologies.

You will select an ASX200 company and propose a new digital solution designed to strengthen the company's business model by improving value creation, value capture, or value delivery for a defined customer segment. Your proposal will be addressed to the organisation's Chief Digital Officer and should demonstrate strategic insight, technical awareness, and persuasive communication.

Skills in focus:

- Critical thinking and problem solving
- Digital skills
- Work readiness

Deliverable(s): Written proposal [max 2000 words]

Individual assessment

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.

Formal examination: Test

Assessment Type ¹: Examination

Indicative Time on Task ²: 10 hours

Due: **31/08/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to evaluate your ability to apply theoretical concepts and frameworks introduced in the unit to discipline-specific problems in a structured, time-limited setting.

You will complete an individual online test covering unit content. The test will test your understanding, interpretation, and application of key concepts through a series of applied questions.

Skills in focus:

- Discipline knowledge

Deliverable(s): Test

Individual assessment

On successful completion you will be able to:

- Evaluate the concepts of digital innovations and disruption.

Professional practice: Digital business model analysis

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 30 hours

Due: **07/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is to develop your ability to analyse, communicate, and apply business model concepts in the context of digital transformation.

You will work collaboratively in teams to research and evaluate a selected business model pattern (e.g. network effects, tokenisation, recommender systems, or digital twins). Your team will analyse how this model creates and captures value within a chosen company and industry context.

Skills in focus:

- Digital skills
- Collaboration and communication
- Work readiness

Deliverable(s): Group video presentation (8min max) plus 10min Q&A. Accompanied by 2 page write up.

Individual and group assessment

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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

Check iLearn.

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.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.06 of the [Handbook](#)