



# MMST13017 *Business of Digital Innovation*

## Term 1 - 2019

Profile information current as at 24/04/2024 01:05 am

All details in this unit profile for MMST13017 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Digital media industries are characterised by innovation, entrepreneurship and disruptive new business models. This unit will equip you with the entrepreneurial skills and knowledge required to start your own business in the digital media industries. You will be guided through the processes of planning, starting and running a new technology-based enterprise. You will learn how to analyse the business models of existing organisations, how to recognise business model patterns, and how to design innovative business models for ventures within your field of interest.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: 48 units of credit

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2019

- Brisbane
- Bundaberg
- Mackay
- Noosa
- Online
- Rockhampton
- Sydney

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Practical and Written Assessment**

Weighting: 30%

#### 2. **Practical and Written Assessment**

Weighting: 30%

#### 3. **Practical and Written Assessment**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Students and Teaching Staff

##### Feedback

The business plan template for Assignment One is too complex

##### Recommendation

Edit and simplify the existing business plan template or find a better alternative template.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. explain the role of entrepreneurship and innovation in promoting economic growth
2. develop plans for starting, running and growing a small business
3. analyse the business models of existing organisations, and recognise business model patterns
4. design innovative business models, employing techniques such as customer insights, ideation, visual thinking, prototyping, storytelling and scenarios
5. evaluate a business model and examine its environment

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks                           | Learning Outcomes |   |   |   |   |
|--|-------------------|---|---|---|---|
|  | 1                 | 2 | 3 | 4 | 5 |
| 1 - Practical and Written Assessment - 30% | •                 | • |   |   |   |
| 2 - Practical and Written Assessment - 30% | •                 |   | • |   | • |
| 3 - Practical and Written Assessment - 40% | •                 |   | • | • | • |

### Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes   | Learning Outcomes |   |   |   |   |
|-----------------------|-------------------|---|---|---|---|
|                       | 1                 | 2 | 3 | 4 | 5 |
| 1 - Communication     | •                 | • | • | • | • |
| 2 - Problem Solving   | •                 | • | • | • | • |
| 3 - Critical Thinking | •                 | • | • | • | • |

| Graduate Attributes                                 | Learning Outcomes |   |   |   |   |
|---|-------------------|---|---|---|---|
|   | 1                 | 2 | 3 | 4 | 5 |
| 4 - Information Literacy                            | •                 | • | • | • | • |
| 5 - Team Work                                       |                   |   |   |   |   |
| 6 - Information Technology Competence               | •                 | • | • | • | • |
| 7 - Cross Cultural Competence                       | •                 | • | • | • | • |
| 8 - Ethical practice                                | •                 | • | • | • | • |
| 9 - Social Innovation                               |                   |   |   |   |   |
| 10 - Aboriginal and Torres Strait Islander Cultures |                   |   |   |   |   |

### Alignment of Assessment Tasks to Graduate Attributes

| Assessment Tasks                           | Graduate Attributes |   |   |   |   |   |   |   |   |    |
|--|---------------------|---|---|---|---|---|---|---|---|----|
|  | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 - Practical and Written Assessment - 30% | •                   | • | • | • |   | • | • | • |   |    |
| 2 - Practical and Written Assessment - 30% | •                   | • | • | • |   | • | • | • |   |    |
| 3 - Practical and Written Assessment - 40% | •                   | • | • | • |   | • | • | • |   |    |

## Textbooks and Resources

### Textbooks

MMST13017

#### Prescribed

##### **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers**

Edition: 1st (2010)

Authors: Alexander Osterwalder and Yves Pigneur

John Wiley & Sons, Inc.

Hoboken , New Jersey , United States of America

ISBN: 9780470876411

Binding: Paperback

MMST13017

#### Supplementary

##### **Value Proposition Design: How to Create Products and Services Customers Want**

Edition: 1st (2014)

Authors: Alex Osterwalder, Yves Pigneur, Greg Bernarda and Alan Smith

John Wiley & Sons, Inc

Hoboken , New Jersey , United States of America

ISBN: 978-1-118-96806-2

Binding: eBook

#### Additional Textbook Information

Digital versions of these textbooks are available as an eBook through <https://www.safaribooksonline.com/home/>

However, if you prefer your own personal copy, you can purchase at the CQUni Bookshop

here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

#### You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Acrobat Reader (free browser plug-in)
- Course Resources Online (accessible via CQUniversity Library)
- Microsoft Word

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Michelle Roberts** Unit Coordinator

[m.roberts@cqu.edu.au](mailto:m.roberts@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

| Module/Topic     | Chapter | Events and Submissions/Topic |
|------------------|---------|------------------------------|
| 1. Getting a job |         |                              |

**Week 2 - 18 Mar 2019**

| Module/Topic           | Chapter | Events and Submissions/Topic |
|------------------------|---------|------------------------------|
| 2. Starting a business |         |                              |

**Week 3 - 25 Mar 2019**

| Module/Topic  | Chapter | Events and Submissions/Topic |
|---|---------|------------------------------|
| 3. Marketing, intellectual property and risk management |         |                              |

**Week 4 - 01 Apr 2019**

| Module/Topic                             | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| 4. Finances, clients and the big picture |         |                              |

**Week 5 - 08 Apr 2019**

| Module/Topic                 | Chapter | Events and Submissions/Topic                                       |
|------------------------------|---------|--|
| 5. The Business Model Canvas |         | Business plan Due: Week 5 Friday (12 Apr 2019) 9:00 pm AEST        |
|                              |         | <b>Business Plan</b> Due: Week 5 Friday (12 Apr 2019) 9:00 pm AEST |

**Vacation Week - 15 Apr 2019**

| Module/Topic  | Chapter | Events and Submissions/Topic |
|---------------|---------|------------------------------|
| Vacation Week |         |                              |

**Week 6 - 22 Apr 2019**

| Module/Topic   | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| 6. Patterns: Unbundled, Long Tail and Multi-Sided Platform business models |         |                              |

**Week 7 - 29 Apr 2019**

| Module/Topic                               | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| 7. Patterns: Free and Open business models |         |                              |

**Week 8 - 06 May 2019**

| Module/Topic                              | Chapter | Events and Submissions/Topic  |
|---|---------|---|
| 8. Design: Customer Insights and Ideation |         | Business model analysis and patterns Due: Week 8 Friday (10 May 2019) 9:00 pm AEST        |
|   |         | <b>Business model analysis and patterns</b> Due: Week 8 Friday (10 May 2019) 9:00 pm AEST |

**Week 9 - 13 May 2019**

| Module/Topic                               | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| 9. Design: Visual Thinking and Prototyping |         |                              |

**Week 10 - 20 May 2019**

| Module/Topic                           | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| 10. Design: Storytelling and Scenarios |         |                              |

**Week 11 - 27 May 2019**

| Module/Topic                          | Chapter | Events and Submissions/Topic   |
|---------------------------------------|---------|--|
| 11. Strategy                          |         |  |
| <b>Week 12 - 03 Jun 2019</b>          |         |  |
| Module/Topic                          | Chapter | Events and Submissions/Topic   |
| 12. Process and outlook               |         | Business model design and evaluation Due: Week 12 Friday (7 Jun 2019) 9:00 pm AEST<br><br><b>Business model design and evaluation</b> Due: Week 12 Friday (7 June 2019) 9:00 pm AEST |
| <b>Review/Exam Week - 10 Jun 2019</b> |         |  |
| Module/Topic                          | Chapter | Events and Submissions/Topic   |
| <b>Exam Week - 17 Jun 2019</b>        |         |  |
| Module/Topic                          | Chapter | Events and Submissions/Topic   |

## Term Specific Information

### REQUIRED RESOURCES

You must have access to the following resources for this unit.

#### UNIT WEB SITE

The unit web site provides essential resources for the unit such as a Study Guide and an online discussion forum. It can be accessed at [moodle.cqu.edu.au](http://moodle.cqu.edu.au)

#### TEXTBOOK

You will need to obtain a copy of the prescribed textbook. Details are provided in this unit profile.

#### STUDY GUIDE

The online Study Guide will direct you to all of the essential readings and exercises for each module of the unit. The Study Guide is available in Adobe Portable Document format (PDF) from the unit web site.

#### COURSE RESOURCES ONLINE

Some of the readings for this unit are PDF files that must be downloaded from the CQUniversity Library's Course Resources Online service. The Study Guide will direct you to the Course Resources Online service when necessary.

#### DISCUSSION FORUM

An online discussion forum will be provided through the unit web site for discussing matters that relate to the unit. The discussion forum is the primary means of support for off-campus students who want assistance with tutorial exercises and assignments. If you seek help with the assignments through the discussion forum, do not post parts of your solution there because that could encourage plagiarism.

#### WORD PROCESSOR

You will need a word processor such as Microsoft Word for writing parts of your assignments.

#### ADOBE ACROBAT READER

You will need Adobe Acrobat Reader, which is a free program that lets you view, navigate and print PDF documents like the MMST13017 Study Guide. Adobe Acrobat Reader can be downloaded from the Adobe web site at [www.adobe.com](http://www.adobe.com).

## Assessment Tasks

### 1 Business Plan

#### Assessment Type

Practical and Written Assessment

**Task Description**

This assignment requires you to imagine that you are starting a small lifestyle business within the digital media industries, and to prepare a business plan with the aid of a template.

Please refer to the unit web site for the assignment details.

NOTE: The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

**Assessment Due Date**

Week 5 Friday (12 Apr 2019) 9:00 pm AEST

**Return Date to Students**

2 weeks after submission

**Weighting**

30%

**Assessment Criteria**

Please refer to the unit website for the detailed assessment criteria.

**Referencing Style**

- [Harvard \(author-date\)](#)

**Submission**

Online

**Submission Instructions**

Please refer to the unit website for assignment submission instructions.

**Learning Outcomes Assessed**

- explain the role of entrepreneurship and innovation in promoting economic growth
- develop plans for starting, running and growing a small business

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Business model analysis and patterns

**Assessment Type**

Practical and Written Assessment

**Task Description**

This assignment requires you to describe and analyse the business model of an existing business using the Business Model Canvas. You must also write a report that explains the nine building blocks of your Business Model Canvas and discusses how your chosen business resembles one of the business model patterns described in chapter two of the textbook.

Please refer to the unit web site for the assignment details.

NOTE: The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

**Assessment Due Date**

Week 8 Friday (10 May 2019) 9:00 pm AEST

**Return Date to Students**

2 weeks after submission



**Weighting**

30%

**Assessment Criteria**

Please refer to the unit web site for the detailed assessment criteria.

**Referencing Style**

- [Harvard \(author-date\)](#)

**Submission**

Online

**Submission Instructions**

Please refer to the unit web site for assignment submission instructions.

**Learning Outcomes Assessed**

- explain the role of entrepreneurship and innovation in promoting economic growth
- analyse the business models of existing organisations, and recognise business model patterns
- evaluate a business model and examine its environment

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

### 3 Business model design and evaluation

**Assessment Type**

Practical and Written Assessment

**Task Description**

This assignment requires you to design a business model for an innovative new business that uses digital technology to provide a novel product or service. You must create a Business Model Canvas to describe your business model. You must prepare a Customer Empathy Map and write a story that explains the business model from a customer's perspective. You must also write a report that explains the nine building blocks of your Business Model Canvas and evaluates your model with a classic 'Strengths, Weaknesses, Opportunities and Threats' (SWOT) analysis.

Please refer to the unit web site for the assignment details.

NOTE: The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

**Assessment Due Date**

Week 12 Friday (7 June 2019) 9:00 pm AEST

**Return Date to Students**

2 weeks after submission

**Weighting**

40%

**Assessment Criteria**

Please refer to the unit web site for the detailed assessment criteria.

**Referencing Style**

- [Harvard \(author-date\)](#)

**Submission**

Online

**Submission Instructions**

Please refer to the unit web site for assignment submission instructions.

**Learning Outcomes Assessed**

- explain the role of entrepreneurship and innovation in promoting economic growth
- analyse the business models of existing organisations, and recognise business model patterns
- design innovative business models, employing techniques such as customer insights, ideation, visual thinking, prototyping, storytelling and scenarios
- evaluate a business model and examine its environment

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem