MMST13017 *Business of Digital Innovation*
Term 1 - 2020

Profile information current as at 03/05/2024 03:38 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 - 2020

- 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 Student and teaching staff

Feedback

More time required for the final assessment to allow students to develop an original, innovative concept

Recommendation

Review Assignments 2 and 3 to provide more structured development of final innovation concept.

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, protoyping, storytelling and scenarios
5. evaluate a business model and examine its environment

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level ∘ Introductory Level ∘ Intermediate Level ∘ Graduate Level ∘ Professional Level ∘ Advanced Level

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
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Prescribed

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
Both textbooks will be available online for students via https://www.safaribooksonline.com/home/ however, the printed version of each has stronger formatting.
Paper copies are available for 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

Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic

1. Getting a job

Week 2 - 16 Mar 2020

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

Week 3 - 23 Mar 2020

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

Week 4 - 30 Mar 2020

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

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
5. The Business Model Canvas - Value Blocks		

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week		**Business Plan** Due: Vacation Week Tuesday (14 Apr 2020) 9:00 pm AEST

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
6.The Business Model Canvas - Efficiency Blocks		

Week 7 - 27 Apr 2020

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

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
8.Patterns: Free and Open business models		

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
9. Design: Customer Insights and Ideation		**Business model analysis and patterns** Due: Week 9 Monday (11 May 2020) 9:00 pm AEST

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
10. Design: Visual Thinking and Prototyping		

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
11.Design: Storytelling and Scenarios		

Week 12 - 01 Jun 2020		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
12. Strategy and Process		

Review/Exam Week - 08 Jun 2020		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
		Business model design and evaluation Due: Review/Exam Week Monday (8 June 2020) 9:00 pm AEST

Exam Week - 15 Jun 2020		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

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 website 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
Vacation Week Tuesday (14 Apr 2020) 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 website 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 9 Monday (11 May 2020) 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.
To complete the Business Model Canvas, you must prepare a Value Proposition Canvas and demonstrate evidence of undertaking a range of techniques and tools in the development of your final Business Model Canvas. You must also write a report that explains the Business Pattern and nine building blocks of your Business Model Canvas and evaluates your model with a '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
Review/Exam Week Monday (8 June 2020) 9:00 pm AEST

Return Date to Students

2 weeks after submission

Weighting
40%

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 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, protoyping, 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