



# MMST13017 *Business of Digital Innovation*

## Term 1 - 2024

Profile information current as at 30/04/2024 06:13 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 - 2024

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Online
- Rockhampton

### 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 Feedback

##### Feedback

Move SWAT analysis to Week 11 so students have time to study the topic and apply to the final assignment

##### Recommendation

Content for SWAT analysis be moved to Week 11

## 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: eBook

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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

[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)
- Microsoft Word

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

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 - 04 Mar 2024

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

### Week 2 - 11 Mar 2024

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

**Week 3 - 18 Mar 2024**

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

**Week 4 - 25 Mar 2024**

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

**Week 5 - 01 Apr 2024**

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

**Vacation Week - 08 Apr 2024**

| Module/Topic  | Chapter | Events and Submissions/Topic  |
|---------------|---------|---|
| Vacation Week |         | <b>Business Plan</b> Due: Vacation Week Monday (8 Apr 2024) 11:55 pm AEST |

**Week 6 - 15 Apr 2024**

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

**Week 7 - 22 Apr 2024**

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

**Week 8 - 29 Apr 2024**

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

**Week 9 - 06 May 2024**

| Module/Topic                              | Chapter | Events and Submissions/Topic   |
|---|---------|--|
| 9. Design: Customer Insights and Ideation |         | <b>Business model analysis and patterns</b> Due: Week 9 Tuesday (7 May 2024) 11:55 pm AEST |

**Week 10 - 13 May 2024**

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

**Week 11 - 20 May 2024**

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

**Week 12 - 27 May 2024**

| Module/Topic             | Chapter | Events and Submissions/Topic |
|--------------------------|---------|------------------------------|
| 12. Strategy and Process |         |                              |

**Review/Exam Week - 03 Jun 2024**

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

**Exam Week - 10 Jun 2024**

Module/Topic

Chapter

Events and Submissions/Topic

## Term Specific Information

### REQUIRED RESOURCES

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

#### UNIT WEBSITE

The unit website 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 textbooks. Details are provided in this unit profile. An eBook is available through the unit eReading List.

#### SAFARI O'REILLY

As a student you will be required to log into Safari O'Reilly with your CQUni student login to access free online resources, such as the unit textbooks as well as access to a large library for research purposes. There are links provided to these resources via the eReading List for the unit.

#### STUDY GUIDE

The weekly 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 website.

#### eREADING LIST

An eReading List will be available for this unit from the unit website. This list will provide easy access to readings, book chapters, videos and other resources.

#### DISCUSSION FORUM via TEAMS

An online discussion forum will be provided through the unit website for discussing matters that relate to the unit. The discussion forum is the primary means of support for online students who want assistance with tutorial exercises and assignments. This discussion forum will be hosted in Microsoft Teams - all students will be automatically enrolled/added to the team created for the unit. Microsoft Teams can be easily accessed online - however, students may prefer to download the app for convenient access.

#### 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 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 Monday (8 Apr 2024) 11:55 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**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**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 Tuesday (7 May 2024) 11:55 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**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**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 (3 June 2024) 11:55 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**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **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