

## Course Outline

### Code: EMB778 Title: Managerial Project

<b>School:</b>	Business
<b>Teaching Session:</b>	Session 6
<b>Year:</b>	2020
<b>Course Coordinator:</b>	Dr Anthony Grace
<b>Course Moderator:</b>	Professor Meredith Lawley

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

#### 1. What is this course about?

##### 1.1 Description

This course gives you the opportunity to undertake an applied and specialised project of interest to you as future or practicing managers in your workplace. It enables you to consider the complexity of managerial issues and methods in the field of business, to gain first-hand experience at exploring the available literature, gaining insights and devising a process for diagnosing - and altering - a real managerial situation.

##### 1.2 Field trips, WIL placements or activities required by professional accreditation

N/A

#### 2. What level is this course?

700 level Specialised - Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

#### 3. What is the unit value of this course?

6 units

#### 4. How does this course contribute to my learning?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Examine a specialist area of professional management practice.	1	Empowered. Communication
Develop skills to analyse, evaluate and reflect critically on complex information, problems, concepts and theories in order to devise recommended solutions to a management issue.	2	Empowered. Critical and Creative Thinking
Effectively communicate implications and conclusions to specialist and non-specialist audiences.	2	Creative and critical thinkers. Engaged. Communication Career Ready

#### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

##### 5.1 Enrolment restrictions

Must be enrolled in BU791

##### 5.2 Pre-requisites

Nil

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

Nil

##### 5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

#### 6. How am I going to be assessed?

##### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

##### 6.2 Details of early feedback on progress

Formative Feedback will be provided on assessment task 1 in review of questions relating to the learning outcomes.

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Report	Individual	40%	1000 words	Monday 21 <sup>st</sup> September 5pm	Online Assignment Submission with Plagiarism check
2	Report	Individual	60%	2000 words	Monday 19 <sup>th</sup> October 5pm	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment Task 1: Proposal/Background

<b>Goal:</b>	This task enables you to explore a specialist area of professional management practice, by developing a proposal or background analysis using relevant literature
<b>Product:</b>	Report
<b>Format:</b>	This is an individual assessment. See Blackboard for more details.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Research of the chosen business's current digital landscape</li> <li>• Analysis of your business's digital presence</li> <li>• Generation of digital strategy recommendations</li> <li>• Written communication</li> </ul>

#### Assessment Task 2: Final Report

<b>Goal:</b>	This task draws together/produces a synthesis of your analysis and evaluation of a specialist area and provides conclusions and implications for practice.
<b>Product:</b>	Report
<b>Format:</b>	This is an individual assessment. See Blackboard for more details.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Critical Problem definition: Identification and analysis of the critical problem your business faces in the context of the digital environment</li> <li>• Solution: Utilisation of radical (breakthrough) creativity to develop innovative solutions to business problems</li> <li>• Argument development: Critical analysis of existing sources of secondary data and literature in the field</li> <li>• Knowledge of creative problem-solving and/or creative analytical processes in identifying 'mission critical' digital tools to assist your businesses mission</li> </ul>

### 7. Directed study hours

Location:	Directed study hours for location:
Online	18 hours in distributed block format

### 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### **8.1 Prescribed text(s) or course reader**

Lists of required and recommended readings may be found for this course on its Blackboard site. These materials/readings will assist you in preparing for tutorials and assignments, and will provide further information regarding particular aspects of your course.

### **8.2 Specific requirements**

Nil

## **9. How are risks managed in this course?**

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## **10. What administrative information is relevant to this course?**

### **10.1 Assessment: Academic Integrity**

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### **10.2 Assessment: Additional requirements**

#### **Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### **10.3 Assessment: Submission penalties**

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

#### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

#### 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

#### 10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

#### 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

**Appendix 1 Course content**

<b>Week # / Module #</b>	<b>What key concepts/content will I learn?</b>
Module 1	Digital Futures: The digital landscape
Module 2	The three dimensions of digital business strategy
Module 3	Mechanisms for creating and leveraging digital products
Module 4	Digital systems integration
Module 5	Digital governance
Module 6	The future of digital business

Please note that the course activities may be subject to variation.

**Public Holidays**

*Queen's Birthday - Monday 5<sup>th</sup> October 2020 (Week 8)*