Newcastle Business School

EMBA6007: Tools, Techniques, and Transitions in a Digitally Changing Environment
2024

COURSE OUTLINE

MISSION: *Our mission is to advance responsible and impactful business knowledge. To achieve our mission, we develop life ready graduates and build global and local partnerships through ethical and innovative practices.*

OVERVIEW

Course Description	This course focuses on essential capabilities for executives to keep abreast of emerging technologies and evaluate the relevance of digital technologies to their organisation's business activities, both global and local. Demonstrating the influence of current digital technologies on business strategies, this course will assist participants in identifying significant trends and their implications for innovation management. International case studies, cutting edge examples and reference to industry contexts (national and international i.e. cyber security and its influences) will be used throughout the course. Major topics include: artificial intelligence (AI), cyber security, block chain, big data, the Internet of Things (IoT) and how such technologies could benefit business and their organisations.
Contact Hours	**Online Activity** Online - 8 hour(s) per course. **Workshop** Face to Face on Campus 28 hour(s) per course. This course will be offered in intensive mode.
Unit Weighting	10 units
Assumed Knowledge	EMBA6001 Mindful Leadership, EMBA6002 Sustainable Organisational Change, EMBA6003 Enterprise Strategy for Global Uncertainty, EMBA6004 Innovation Management and Entrepreneurship, EMBA6005 Strategic Financial Management, and EMBA6006 Project Design and Implementation.
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.

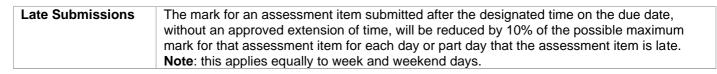|	
Course Learning Outcomes	**On successful completion of this course, students will be able to:** 1. Identify how digital transformation may be taking place in their own sector/organisation and its influence. 2. Outline potential future operationalisation, benefits and risks associated with digital transformation within their own organisation. 3. Plan and begin a draft of the capstone consultative project. 4. Apply appropriate research methods to project investigation and planning. 5. Map for situation analysis, business diagnosis and stakeholder expectations. 6. Reflect on their learning, skills development and outcomes.

ASSESSMENTS

This course has **3** assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Reflective Journal Report	Sunday, 24 March by 11:59 pm SGT	Individual	25%	6
2	Digital Project Presentation	Sunday, 7 April by 11:59 pm SGT	Individual	35%	1, 2, 4, 5
3	Project Report	Sunday, 14 April by 11:59 pm SGT	Individual	40%	1, 2, 3, 4, 5

Please note: **students are advised that all assessments must be submitted in English. Assessment items <u>not</u> submitted in English will receive a mark of zero.**

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. **Note**: this applies equally to week and weekend days.

Assessment 1 – Reflective Journal Report

Assessment Type	Report
Purpose	To learn through reflective practice in relation to digital technologies in the workplace.
Description	Ongoing completion of journal reflecting critical analysis/thinking in a synthesised report.
Weighting	25%
Length	2000 words
Due Date	Sunday, 24 March by 11:59pm SGT
Submission Method	Online – via Turnitin
Assessment Criteria	See course CANVAS site for further details
Return Method	Online – via Turnitin
Feedback Provided	Online – via Turnitin

Assessment 2 – Digital Project Presentation

Assessment Type	Digital Project Presentation - presentation and handout
Purpose	To critically assess relevant work environment; evaluate areas that would benefit from change in relation to digitisation; effectively communicate key aspects of the plan.
Description	An assessment of the current work environment considering the potential implementation of digital tools and technologies to assist work, worker and workplace improvement.
Weighting	**Presentation**: 25% **Handout:** 10%
Length	**Presentation:** 15 minute in-class presentation **Handout:** 2 page Handout
Due Date	**Presentation: 7 April & Handout** by 11:59 pm SGT
Submission Method	**Presentation & Handout:** Online via Discussion forum
Assessment Criteria	See course CANVAS site for further details
Return Method	Online
Feedback Provided	Online

Assessment 3 – Project Report

Assessment Type	Report
Purpose	To apply understanding of specific digital tools and/or technologies and how they could be implemented to improve the working environment.
Description	The report will provide a review of the issues and a potential implementation plan of the appropriate tools and/or technologies in the workplace.
Weighting	40%
Length	2500 words

Due Date	Sunday 14 April by 11:59 pm SGT
Submission Method	Online – via Turnitin
Assessment Criteria	See course CANVAS site for further details
Return Method	Online – via Turnitin
Feedback Provided	Online – via Turnitin

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:
1. International case studies, cutting edge examples and reference to industry contexts (national and international i.e. cyber security and its influences) will be used throughout the course.
2. Planning and design of a digital project strategy.
3. Mapping situation analysis, business diagnosis and stakeholder expectations
4. Critical and reflective management and leadership practices

Course Materials

Required Text:

There is no required text for this course.

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Intensive	Topic	Class Preparation	Workshop Activities
1 **9/10 March 2024**	Transitions and the Changing Environment Tools & Technologies	Course Readings Course Readings on Artificial Intelligence (AI), Machine Learning, Big Data & Cyber Security	 Discussion, debate, organisational analysis
2 **16/17 March 2024**	Tools & Technologies (continued) Government Policy, Regulation & Business	Course Readings on the Internet of Things (IoT), Blockchain & Digital Currency/Finance	Guest lecturer interaction Case Studies
If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.			

CONTACTS

School Office

Newcastle Business School – Callaghan, Newcastle City & Online
NU Space
409 Hunter Street
Newcastle
nbs.enquiries@newcastle.edu.au
+61 2 4921 5511

Newcastle Business School - Ourimbah
BO1.13, Business Offices
Ourimbah
cccbusiness-school@newcastle.edu.au
+61 2 4349 4453

Newcastle Business School - Sydney
55 Elizabeth Street
Sydney
nbs-sydney@newcastle.edu.au
+61 2 82626432

PSB Academy Enquiries
Log your question or request to the PSB Program Executives at the following website:
http://www.psb-academy.edu.sg/enq
+65 6390 9000

Newcastle Australia Institute of Higher Education Pte Ltd
100 Victoria Street #13-01/02
National Library Building
Singapore
Singapore-StudentCentral@newcastle.edu.au
+65 6221 3306

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	Communication methods used in this course include: - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35.
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.