Masters of Business Administration (MBA)

Unit Title:	**MBA310: Digital Communication**
Unit Aim:	This online unit aims to give future leaders a grounding knowledge of internet-based technologies and an appreciation of what the Internet has done to our society since its inception. In drawing comparisons between the world 40 years ago to our current time, we can appreciate the importance of clear and responsible communication in this world of rapidly moving goalposts.
Unit Learning Outcomes:	1. Demonstrate how the Internet and people's everyday lives are interconnected. 2. Think critically and analytically about the impact of the Internet on society and culture. 3. Critically analyse and evaluate contemporary, complex communication problems and generate creative solutions. 4. Communicate and facilitate communication through a variety of media, for different purposes and different audiences. 5. Demonstrate responsibility, accountability, and ethical behaviour in professional contexts.
Accessibility	• 24/7 continuous access to all course modules for flexibility • Discussion forums for class and small groups for student inclusion and collaborative learning • Email and direct message access to staff for student support and response • Canvas LMS supports multiple screen readers, translators, and browsers • YouTube video presentations to use closed captions. • High contrast colours, underlined links, and other accessible HTML provides compliance with W3C WCAG 2.1 guidelines • Use of variability and choice along with multiple methods of representation and expression to support Universal Design for Learning (UDL) guidelines

Unit Assessment Tasks

Assignment tasks 100% Online	Word & Time limits	Group or Individual	Unit learning outcomes	Project weight	Due date
Assignment 1: Annotated bibliography and feedback	300 words (+/- 10%)	Group	2, 4, 5	25%	5pm AEST Friday (Week 2)
	3 x 5-minute recordings	Group			5 pm AEST Friday (Week 6)
Assignment 2: Online presentation and feedback survey	10 minutes & 250 words (+/- 10%)	Individual		25%	5pm AEST Friday (Week 5)
Assignment 3: Major project	TBA	TBA	TBA	TBA	5pm AEST Friday (Week 10)

Assessment Overview

Many companies were negatively affected when they failed to predict how the Internet would change the world. Over the next 10-weeks, you will adopt different roles and use your newly acquired knowledge, previous experiences, and the powers of hindsight to analyse and "save" a failed company. What would you have done differently knowing what you know now about the Internet?

Assignment 1: Annotated bibliography and feedback (300 words & 3 x 5min recordings)

During the Week 1 online tutorial, you will be divided into small groups of 3 and placed in a breakout room to collaborate in real-world like teams. During this meeting, choose one of the following companies that you wish to research further.

Part 1: Students are to research, justify and create a concise annotated bibliography (300 words)

Analyse that company, its history, marketing, and environment, just as you would research an authentic real-life project. The best information your team finds will be given to your classmates as "research material" to use in their presentations for Assignment 2. Think critically about how the Internet affected this company. Be mindful of your audience and be fair.

Share your findings on your team's discussion board. Provide a concise summary and use the APA7 referencing format. Articulate and defend your material. Together, narrow down the information to an agreed annotated bibliography with six references. Each member must submit a copy of the group's bibliography for distribution to your classmates.

Part 2: Students are to evaluate and compose professional feedback on their peer's presentations. (3 x 5min recordings)

Your lecturer will provide you with the links to the presentations created from the information you collected, along with the feedback from your classmates. Critically reflect on the feedback and presentations. As a group, provide a 5-min feedback video or podcast for each presentation, answering the questions provided by the presenter and lecturer. This peer feedback will be provided to the presenter.

Assignment 2: Online presentation and feedback survey

Students are to evaluate the provided material and present their findings. Upon submission they are to provide reflective feedback.

For this assignment, you are a technology consultant who has been asked to advise on the potential acquisition of another struggling tech company. Before your client commits to further *due diligence* research, they want you to identify and advise on critical potential issues involving the Internet. You will be provided with some preliminary research to use.

You now must create a 10-minute presentation, and you can choose how to present it. Be convincing and creative but check your ideas with your lecturer first. Submit your "unlisted" YouTube video link and complete the online survey form. Reflect on the research material you were given and provide a question based on what feedback you would like to receive?

References

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