



## UNSW Course Outline

# INFS5997 Digital Business and Applied Analytics - 2024

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## General Course Information

Course Code : INFS5997

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Information Systems and Technology Management

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

INFS5997 Digital Business and Applied Analytics Practicum is a Capstone<sup>®</sup> course<sup>®</sup> that invites you to apply business knowledge and technical skills acquired during your MCom program to tackle real-world problems. This<sup>®</sup> course<sup>®</sup> takes a “living lab” approach to immerse you in a

project-based experiential learning environment, where you can deeply engage with and apply multi-disciplinary frameworks to develop user-centric, evidence-based digital solutions for real-world problems.

You will synthesise and apply knowledge from different key learning areas (KLAs) to identify, analyse, and frame complex business challenges, fostering a holistic approach to problem-solving. Emphasising critical thinking and innovative problem-solving, the course equips you to critically apply information systems concepts and tools to prototype effective digital solutions. These solutions aim to generate positive, impactful outcomes for stakeholders, acknowledging the vital role of responsible technology design in today's world.

Ethical considerations and sustainability are at the forefront of our approach. You will apply ethics and sustainability frameworks within an SDG (Sustainable Development Goals) context to ensure the responsible development of digital solutions. Furthermore, the course emphasises the importance of lifelong learning and personal growth, encouraging you to engage in reflective learning and recognise opportunities for continual development. This practical-oriented experiential learning will equip you with essential career-ready, whole-person skills and attributes, which are pivotal for a successful transition into the workplace.

## Course Aims

This course aims to provide students with a real-world learning experience by:

- Giving students a project-based experiential learning opportunity, enabling them to comprehend, implement, and reflect on the utilisation of diverse, multi-disciplinary frameworks and approaches in developing user-centric evidence-based digital solutions for real-world problems;
- Enhancing their critical thinking and problem-solving abilities while cultivating responsible technology design and leadership practices;
- Encouraging students to consider the ethical and societal impacts of technology solutions;
- Fostering collaboration and teamwork practices; and
- Equipping students with mindsets, skills and ideas that allow them to have a long-term impact in their careers and, at the same time, facilitate their personal and professional growth, emphasising life-long learning.

# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CL01 : Synthesise and apply disciplinary knowledge to identify, analyse and frame complex, open-ended business challenges through open ended exploration.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL02 : Problem Solving</li> </ul>
CL02 : Critically apply information systems concepts, and design and analytical tools to prototype effective, innovative, evidence-based, digital solutions which have positive and impactful outcomes for stakeholders.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL02 : Problem Solving</li> </ul>
CL03 : Apply effective and appropriate communication skills to articulate the problem-solving process, and justify the potential impact of the digitally enabled solution to a range of audiences.	<ul style="list-style-type: none"> <li>• PL03 : Business Communication</li> </ul>
CL04 : Evaluate and apply project management methodologies to effectively work in, and manage, cross-functional teams.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL04 : Teamwork</li> </ul>
CL05 : Apply ethics and sustainability frameworks to the development of responsible digital solutions.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL05 : Responsible Business Practice</li> </ul>
CL06 : Demonstrate reflective learning, opportunity appreciation for personal growth and life-long learning.	<ul style="list-style-type: none"> <li>• PL04 : Teamwork</li> <li>• PL07 : Leadership Development</li> </ul>

Course Learning Outcomes	Assessment Item
CL01 : Synthesise and apply disciplinary knowledge to identify, analyse and frame complex, open-ended business challenges through open ended exploration.	<ul style="list-style-type: none"> <li>• Living Resume</li> <li>• Team Project</li> </ul>
CL02 : Critically apply information systems concepts, and design and analytical tools to prototype effective, innovative, evidence-based, digital solutions which have positive and impactful outcomes for stakeholders.	<ul style="list-style-type: none"> <li>• Living Resume</li> <li>• Team Project</li> </ul>
CL03 : Apply effective and appropriate communication skills to articulate the problem-solving process, and justify the potential impact of the digitally enabled solution to a range of audiences.	<ul style="list-style-type: none"> <li>• Group Project Showcase</li> <li>• Living Resume</li> <li>• Team Project</li> </ul>
CL04 : Evaluate and apply project management methodologies to effectively work in, and manage, cross-functional teams.	<ul style="list-style-type: none"> <li>• Team Project</li> </ul>
CL05 : Apply ethics and sustainability frameworks to the development of responsible digital solutions.	<ul style="list-style-type: none"> <li>• Living Resume</li> <li>• Team Project</li> </ul>
CL06 : Demonstrate reflective learning, opportunity appreciation for personal growth and life-long learning.	<ul style="list-style-type: none"> <li>• Group Project Showcase</li> <li>• Living Resume</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

## Learning and Teaching in this course

The capstone will utilise MS Teams and Moodle.

MS Teams will be used for communication with the student body and will serve as the workspace for Team Projects and Living Resume.

Moodle will be used to share information on Key Learning Areas (KLAs).

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Group Project Showcase Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August	• PLO1 : Business Knowledge • PLO3 : Business Communication
Living Resume Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge • PLO7 : Leadership Development • PLO3 : Business Communication
Team Project Assessment Format: Group	25%	Start Date: 31/05/2024 12:00 AM Due Date: Week 11: 05 August - 11 August	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice

## Assessment Details

### Group Project Showcase

#### Assessment Overview

This assessment evaluates the student's final showcase of the project.☒

Group-based mark: 5% / Individual-based mark: 20%

#### Course Learning Outcomes

- CLO3 : Apply effective and appropriate communication skills to articulate the problem-solving process, and justify the potential impact of the digitally enabled solution to a range of audiences.
- CLO6 : Demonstrate reflective learning, opportunity appreciation for personal growth and life-long learning.

#### Detailed Assessment Description

This assessment evaluates the student's final showcase of the project.

Group-based mark: 5% / Individual-based mark: 20% (after group presentation each student in the group is given one question they have to answer viva style)

Deliverable:

**Assignment submission Turnitin type**

This is not a Turnitin assignment

## **Living Resume**

**Assessment Overview**

In this assessment students will develop a 'living resume' that showcases their skills, achievements, and reflections in a multimedia-rich format. The assessment aims to foster a deeper understanding of information systems, project management, and effective communication, preparing students for real-world scenarios.

**Course Learning Outcomes**

- CL01 : Synthesise and apply disciplinary knowledge to identify, analyse and frame complex, open-ended business challenges through open ended exploration.
- CL02 : Critically apply information systems concepts, and design and analytical tools to prototype effective, innovative, evidence-based, digital solutions which have positive and impactful outcomes for stakeholders.
- CL03 : Apply effective and appropriate communication skills to articulate the problem-solving process, and justify the potential impact of the digitally enabled solution to a range of audiences.
- CL05 : Apply ethics and sustainability frameworks to the development of responsible digital solutions.
- CL06 : Demonstrate reflective learning, opportunity appreciation for personal growth and life-long learning.

**Detailed Assessment Description**

The 'living resume' could include:

- Video journal on what they are learning and its relevance to their career aspirations
- Stories or case studies using photos, snippets of videos, reflections, project artefacts etc. that explain how their project unfolded, their contributions, and learnings
- A collection of STARs (situation, task, action, result) to prepare them for competency-based interviews
- Reflections on benefits and challenges of working in their team
- Video of student interviewing for a job or pitching their solution
- Self-promotion video explaining why the student is the best candidate for a job

**Deliverables:**

**The "Living Resume" contains a selection of artefacts from KLAs**

End of Bootcamp: Selection of artefacts from KLA01 & 02

End of Week 05: Selection of artefacts from KLA03

End of Week 11: Selection of artefacts from KLA04 & 05

### **Assessment Length**

A selection of artefacts across all five Key Learning Areas

### **Assignment submission Turnitin type**

This is not a Turnitin assignment

## **Team Project**

### **Assessment Overview**

This assessment involves project proposal, planning and management, prototype and final report.

### **Course Learning Outcomes**

- CL01 : Synthesise and apply disciplinary knowledge to identify, analyse and frame complex, open-ended business challenges through open ended exploration.
- CL02 : Critically apply information systems concepts, and design and analytical tools to prototype effective, innovative, evidence-based, digital solutions which have positive and impactful outcomes for stakeholders.
- CL03 : Apply effective and appropriate communication skills to articulate the problem-solving process, and justify the potential impact of the digitally enabled solution to a range of audiences.
- CL04 : Evaluate and apply project management methodologies to effectively work in, and manage, cross-functional teams.
- CL05 : Apply ethics and sustainability frameworks to the development of responsible digital solutions.

### **Detailed Assessment Description**

This assessment involves project proposal, planning and management, prototype, and final report.

### **Deliverable:**

Team Project Proposal (end of Week 3)

Team Project Report (beginning of Week 11)

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## General Assessment Information

### Grading Basis

Standard

### Requirements to pass course

To pass this course, students have to attain a minimum of 50% of the overall course marks.

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 20 May - 26 May	Activity	Key Learning Areas Readiness Assessment - Online Survey.
Week 1 : 27 May - 2 June	Intensive	Overview of the week: INFS5997 will begin with an intensive bootcamp in Week 01 spread across two days - Thursday and Friday. The two days will cover: Orientation, Workshops on Key Learning Areas: Problem Framing, Solution Development, Project Management, Assessments Workshops, Group Formation. Team Project Milestone: Team Contract Finalised Assessment Deliverable: Living Resume Deliverable Part 01
Week 2 : 3 June - 9 June	Workshop	Overview of the week: Key Learning Area: Workshop on Project Management (Agile Scrum) Team Project Milestone: Problem Statement articulated
Week 3 : 10 June - 16 June	Workshop	Overview of the week: Key Learning Area: Workshop on Communication
Week 4 : 17 June - 23 June	Workshop	Overview of the week: Key Learning Area: Workshop on Responsible Information Systems Team Project Milestone: Team Project Proposal Developed
Week 5 : 24 June - 30 June	Lecture	Overview of the week: Guest Lecture Assessment Deliverable: Living Resume Deliverable Part 02
Week 6 : 1 July - 7 July	Group Activity	Overview of the Week: Group Consultation: Problem Reframing Deep Dive with Industry and Academic Mentors
Week 7 : 8 July - 14 July	Group Activity	Overview of the week: Group Consultations: Solution Development Deep Dive 01 with Industry and Academic Mentors Team Project Milestone: Final concept design developed
Week 8 : 15 July - 21 July	Group Activity	Overview of the week: Group Consultations: Solution Development Deep Dive 02 with Industry and Academic Mentors
Week 9 : 22 July - 28 July	Group Activity	Overview of the week: Group Consultations: Team Project Final Checkpoint Team Project Milestone: Final Prototype Design Developed
Week 10 : 29 July - 4 August	Presentation	Overview of the week: Mini-Conference on August 01st, 2024



## Attendance Requirements

Students have to attend the Bootcamp in Week 01. The bootcamp is run intensively across two full days from 9am to 6pm.

Students have to attend the weekly workshops with their team members.

Students have to attend the Group Project Showcase - the Mini Conference in Week 10. This is a half day event.

## Course Resources

### Course Evaluation and Development

The capstone is being run for the first time in T2 2024. Student feedback will be gathered on a regular basis using Pulse surveys and via end of term myExperience survey.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Sandeep Mysore Seshadrinath		Level 2, Quad 2086	+61 2 9385 7126	Tuesdays 11am or by appointment	No	Yes
	Dirk Primus		AGSM, UNSW Sydney		By appointment	No	No
Facilitator	Chona Ryan		Level 2 Quad		By appointment	No	No
	Michael Cahalan e		Level 2 Quad		By appointment	No	No
	Pranit Anand		Level 2 Quad		By appointment	No	No

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct

- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

## STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control

interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special

Consideration" on the [key policies and support](#) page.

## **LATE SUBMISSION PENALTIES**

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## **FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE**

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## **Faculty-specific Information**

### **PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS**

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).

- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

## **COURSE EVALUATION AND DEVELOPMENT**

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

## **QUALITY ASSURANCE**

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## **TEACHING TIMES AND LOCATIONS**

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.