



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	COGNITIVE ENTERPRISE STRATEGY
Course ID:	BUENT3737
Credit Points:	15.00
Prerequisite(s):	BUENT2640 (Digital Futures)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080399

Description of the Course:

Successful contemporary businesses are underpinned by an organisational strategy that incorporates a solid digital strategy as well. This course focuses on the application of disruptive technologies in transforming traditional business models and processes. This course provides students with a capstone experience based on opportunities to integrate the theory and practice of various aspects of digital business learned throughout the undergraduate program. Students will demonstrate this through the development of strategies used by businesses to create competitive advantage.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Upon successful completion of this course, students are expected to be able to:

Knowledge:

- K1.** Demonstrate an understanding of digital transformation vision
- K2.** Identify practices essential for leading and organising for digital transformation
- K3.** Synthesise knowledge of digital transformation strategies
- K4.** Develop an understanding of agile journey to the new platform ecosystems

Skills:

- S1.** Reconceptualise and re-design the traditional business models and processes
- S2.** Leverage insights from analytics to improve operational efficiencies
- S3.** Integrate intelligent automation to optimise infrastructure and simplify management

Application of knowledge and skills:

- A1.** Apply today's most disruptive technologies in powerful combinations together with platform business models, a mastery of digital services, and leading practices in corporate innovation, to develop digital strategies for competitive advantage
- A2.** Transform the digital workplace by 'instrumenting the human' and 'socializing the machine'

Course Content:

Topics may include:

- Designing cognitive enterprise/digital business strategy and vision
- Re-thinking and re-designing business models and processes
- Maximising the potential of disruptive technologies for digital business
- The new platform ecosystem for digital business
- Organising and adapting corporate innovation processes for digital transformation
- Identifying and prioritising opportunities with innovation workshops
- Timing the move based on technological maturity
- Enhancing the digital customer experience
- Transforming the digital workplace
- Optimising digital infrastructure and simplifying management
- Mastering the digital service lifecycle and speeding time to market
- The agile journey to the new platform

Values:

- V1.** Appreciate that the 'digital disruption' is here and is impacting all aspects of business operations and industries
- V2.** Decode how leading players have launched new digital disruptions within their target
- V3.** Reflect on how the business world should respond to this digital disruption – both today and tomorrow?

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, S1, S2, A1, A2	AT1, AT2, AT4
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K4, S1, S2, S3, A1, A2	AT2, AT3
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K4, A2	AT2, AT3
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S1, S2, S3, A1, A2	A1, AT2, AT3, A4
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K4, A1, A2	AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, S1	Research-based assignment	Individual Assignment	10%-20%
K1, K2, K3, K4, S1, S2, S3, A1, A2	Developing a digital business strategic plan	Group Assignment	30%-40%
K1, K2, K3, K4, S1, S2, S3, A1, A2	Presenting the digital business strategic plan	Group Presentation	10%-15%
K1, K2, K3, K4, S1, S2, S3	Test/final assessment	Final Summative Assessment	30%-40%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)