



Course Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

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)

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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
- S4.** Collaborate and work with a team for project deliverables

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

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni course, and all must be directly assessed in each program.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	<p>Students will demonstrate the ability to effectively communicate, interact and work with others both individually and in groups. Students will be required to display skills in-person and/or online in:</p> <ul style="list-style-type: none"> • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams. 	Not applicable	A2, A3
FEDTASK 2 Leadership	<p>Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Creating a collegial environment • Showing self-awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative 	K1, A1	A2, A3
FEDTASK 3 Critical Thinking and Creativity	<p>Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving 	K1, K4,S1, S2, A1	A1, A2, A3
FEDTASK 4 Digital Literacy	<p>Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities 	K1,K2,K3,A1	A1, A2, A3, A4
FEDTASK 5 Sustainable and Ethical Mindset	<p>Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life. 	A2	A2, A3

Learning Task and Assessment:

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

Adopted Reference Style:

APA

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

Fed Cite - [referencing tool](#)