

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: DIGITAL APPLICATIONS FOR BUSINESS

Unit ID: BUMGT3508

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): (ITECH3508)

ASCED: 020399

Description of the Unit:

This unit equips students with skills and knowledge to implement a range of digital applications to improve business processes, enhance productivity, and drive business growth. The key focus is for learners to examine different digital applications, study business processes, and strategies that aim to enhance decision-making, optimise operations, and create value for organisations. The unit will use tools and business process modelling techniques to help transform processes and integrate them with Enterprise Applications. Using the experiential learning principles learners will work in teams on a project related to a business problem. Projects will start by identifying problems, defining scope and strategic planning, collecting and analysing data, and end with making suggestions for digital solutions to solve business needs. Working in teams of 4-5, including a project manager and a product owner, learners will utilise tools and develop skills necessary in discovery projects for successful implementation of digital applications in business. The learnings from this project can help develop skills and insights that are relevant for roles that involve optimising digital solutions and applications for businesses.

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

Work Experience:

No work experience

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Evaluate graphical models of business processes in Enterprise Applications.
- K2.** Analyse opportunities for business process automation.
- K3.** Investigate the strategic process management skills necessary for aligning process architectures with organisational goals and strategies.
- K4.** Adapt organisational policies, standards, and guidelines for change management.

Skills:

- S1.** Facilitate understanding of gaps and opportunities using graphical models of business processes in Enterprise Applications.
- S2.** Execute and model business processes in Enterprise Applications.
- S3.** Redesign business processes to identify alternative solutions to improve efficiency, effectiveness and exploit new technologies and automation.
- S4.** Implement methods and tools for improving business process improvement with ICT.

Application of knowledge and skills:

- A1.** Develop a holistic model of an organisation`s business processes within and outside the scope of Enterprise Applications.
- A2.** Develop a comprehensive understanding of potentials risks and ethical issues from adoption of Enterprise Applications.

Unit Content:

Sprint 1: Research and Identify Opportunities

Using primary and secondary research methods undertake research to identify unmet needs and potential opportunities for implementation of digital solutions within the client organisation.

Sprint 2: Planning and Preparation

Create a detailed plan for gathering first-hand data from internal stakeholders and potential users of enterprise applications and prepare interview material to gather their ideas.

Sprint 3: Data Gathering and Analysis

Execute the first phase of the project: gathering data from the stakeholders and potential users of a future digital applications implementation experience by conducting interviews with the core groups of stakeholders and users identified, analysing data and creating a report of learnings to be presented to the Product Owner.

Sprint 4 User-Centered Design

Develop user personas, scenarios of usage, and visualization of the opportunity via flow diagrams and storyboards to generate empathy for user needs and issues and bring the solution to life.

Sprint 5: Identify Optimal Solutions and Presentation

Finalise team deliverables for the project, then prepare and present digital applications implementation project alongside other teams.

Sprint 6: Product Requirement Specifications

Create a detailed product requirement specifications document to guide the next stages selection and implementation of digital applications.

Sprint 7: Advanced Topics in digital Applications

Deepen understanding of advanced digital applications and their impact on business processes.

Sprint 8: Data Management and Security

Develop strategies for effective data management and security in enterprise applications.

Sprint 9: Compliance and Regulatory and Ethical Requirements

Ensure that post implementation of selected digital applications, business processes comply with relevant regulatory and ethical requirements.

Sprint 10: Implementation and Evaluation

Prepare for the implementation of the proposed solutions and evaluate their potential impact.

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, S1, S2	Work as part of a team to execute and model an organisation's digital application needs	Practical System Use and Reflection	40-50%
K3, K4, S3, S4, A1, A2	Develop and present a roadmap for adoption of digital applications to enhance productivity and business growth that includes mapping of business processes, and the implementation of digital solutions, and guidelines for the exploitation of existing technology and the exploration of emerging technologies.	Report and Presentation	50-60%

Adopted Reference Style:

APA

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

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