

DIG201 Creating and Leveraging Digital Products

School: School of Business and Creative Industries

2026 | Trimester 1

UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

In this course you will learn about (1) creating digital assets, and (2) leveraging digital assets. In today's fast-paced and competitive digital environment, digital merchants must demonstrate high levels of awareness and strong business judgement. You will learn about creating non-fungible tokens (NFTs) and strategies for promoting the intrinsic value of digital assets. Further, you will learn about strategies for strong digital business judgement and leadership.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Workshops	2hrs	Week 1	10 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Workshops	2hrs	Week 1	10 times

1.3. Course Topics

- Introduction to digital transformation
- Creating Digital Assets including NFTs (Non-Fungible Tokens)
- Digital strategy
- Business Judgment Case Study A
- Digital Presence and Leverage
- Digital Systems Integration
- Digital Selling platforms
- Business Judgement Case Study B
- Digital Customers
- Digital Leadership
- Digital Intellectual Property
- Business Judgement Case Study C

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Evaluate how digital assets are created	Knowledgeable Creative and critical thinker	PC1.3, PC3
2 Evaluate how digital assets are leveraged	Knowledgeable Creative and critical thinker	PC1.3, PC3
3 Develop digital business judgement skills	Knowledgeable Empowered Ethical Engaged	PC3, PC3.1, PC4.1, PC6.2
4 Generate strategies for effectively leading a digital business	Knowledgeable	PC3, PC6, PC6.1, PC6.2
5 Demonstrate written, oral, and digital communication skills	Knowledgeable	PC1, PC1.1, PC1.2, PC1.3

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.2	Oral Communication
PC1.3	Digital Literacy
PC3	Creative and Critical Thinking
PC3.1	Problem Solving

CODE	COMPETENCY
PC4.1	Social Responsibility and Sustainability
PC6	Career-ready
PC6.1	Self-management
PC6.2	Discipline Knowledge

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

5.5. Microcredential Information

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback provided in weekly workshop exercises and in class discussions

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral and Written Piece	Group	50%	17 minutes (max 25 slides)	Week 8	Online Assignment Submission with plagiarism check
All	2	Written Piece	Individual	50%	2000 words	Exam Period	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Creation of digital assets

GOAL:	Work in teams to create a collection of digital assets then present your ideas																					
PRODUCT:	Oral and Written Piece																					
AUTHORSHIP STATEMENT:																						
FORMAT:	This is a group assignment with an individual component. Your group will create a collection of digital assets/products and showcase this in a recorded presentation (max 17 minutes and 25 slides). You will submit (1) a PPT or PDF file of your slides, and (2) a link to your recorded presentation.																					
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GENERIC SKILLS:	Communication, Collaboration, Problem solving, Applying technologies, Information literacy																					

All - Assessment Task 2: Digital Asset Reflection Questions

GOAL:	Complete the set of reflection questions. Use academic sources to support / justify your answers.															
PRODUCT:	Written Piece															
AUTHORSHIP STATEMENT:																
FORMAT:	Complete this individually. You will submit a word .DOC or PDF (maximum 2,000 words) answering all questions															
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GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy															

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

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10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)