

DIG201 Creating and Leveraging Digital Products

School: School of Business and Creative Industries

2023 | Semester 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.

Please go to usc.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 existing digital platforms, tools and methodologies for supporting different types of business and how to assess and integrate appropriate new digital technologies. You will engage with the requirements for developing digital products and integrated systems using digital platforms. You will also develop contemporary digital literacy skills to create a digital presence and customer experience for a small to medium online business.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	13 times
Tutorial/Workshop 1 – Scheduled workshops (Recorded).	2hrs	Week 1	13 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	13 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	13 times

1.3. Course Topics

- Digital transformation
- Creating Digital Assets including NFTs (Non-Fungible Tokens)
- Digital strategy
- Business Judgment Case Study A
- Digital Presence
- 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 Analyse digital business products	Creative and critical thinker	PC3
2 Map and evaluate the integration of digital business functional systems.	Creative and critical thinker	PC3, PC6
3 Identify small/medium business's current and future requirements and recommend, design, and justify relevant digital products/strategies.	Creative and critical thinker	PC3, PC6
4 Identify community needs and design relevant solutions within a digital context.	Creative and critical thinker	PC2, PC3, PC4
5 Demonstrate written and oral communication skills.	Engaged	PC1

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC2	Collaboration
PC3	Creative and Critical Thinking
PC4	Community Consciousness
PC6	Career-ready

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

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	Activity Participation	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		
FORMAT:	This is a group assignment. 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.		
CRITERIA:	No.		Learning Outcome assessed
	1	Capacity to develop and articulate informed arguments with clarity, logic and flow	1 4
	2	Evidence of a depth and breadth of content	3
	3	Use of appropriate visual aids	5
	4	Use of interpersonal skills when engaging with team members	5
	5	Recognition and acknowledgement of strengths and skills of team members	5
	6	Equal contribution to the group task	5
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Applying technologies, Information literacy		

All - Assessment Task 2: Creation of a Digital Strategy

GOAL:	Create a comprehensive digital strategy report.		
PRODUCT:	Activity Participation		
FORMAT:	Complete this individually. You will submit a word .DOC or PDF (maximum 2,000 words) outlining your ideas for how a small/medium enterprise can embark on creating a digital asset enterprise.		
CRITERIA:	No.		Learning Outcome assessed
	1	Mapping and evaluation of the business's functional systems of a small/medium business	1 2
	2	Identification and justification of the current and future digital requirements of the business	3
	3	Design of a digital strategy that meets the business's requirements	1 3
	4	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation	5
	5	Capacity to develop and articulate informed arguments	5
	6	Referencing of sources of information used within the body of the document and in a reference list	5
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:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task

10% (of the assessment task's identified value) for the third day

20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task

A result of zero is awarded for an assessment task submitted seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. 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>

10.9. 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.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au