



G MBA8023

Generate Insights

Coursera term 1, Online-scheduled-weekday 2024

Department of Actuarial Studies and Business Analytics

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	5

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Hume Winzar

hume.winzar@mq.edu.au

Credit points

5

Prerequisites

Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description

This unit introduces best practice approaches to handling complex organisational problems with tools and methods that enable the transformation of data into insights. It also focuses on developing theoretical and practical analytical skills, such as research, critical thinking, scanning, pattern recognition and creative problem-solving. You will gain exposure to analysing data sets as well as leveraging statistical methods and visualisation techniques to inform organisational decision making.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Apply a range of frameworks, approaches and methods creatively and critically to envision and gain insights into social, environmental and economic megatrends and potential futures.

ULO2: Devise socially and environmentally sustainable strategies for organisations to address challenges and opportunities.

ULO3: Develop visualisation and storytelling techniques to persuasively and professionally present findings to a professional/expert audience.

ULO4: Demonstrate advanced team working and ethical decision making skills and abilities to collaborate with diverse individuals and stakeholders.

ULO5: Successfully work in teams to achieve group and organizational objectives

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Word limits

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3 mark deduction
24-48 hours	20%	20% x 30 marks = 6 mark deduction
48-72 hours	30%	30% x 30 marks = 9 mark deduction
72-96 hours	40%	40% x 30 marks = 12 mark deduction
> 96 hours	100%	Assignment won't be accepted

Special Consideration

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

Name	Weighting	Hurdle	Due
Data analysis	40%	No	Week 3: 26 January 2024
Data analysis and visualisation	60%	No	Week 6: 16 February 2024

Data analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 10 hours

Due: **Week 3: 26 January 2024**

Weighting: **40%**

Length: max 1,000 words (excl. references) Format: Data analysis Task: In this assignment, you will be generating insights from a set of data supplied to you. For detailed information and the marking criteria, please refer to the section Course Resources - Assessment Information in your online unit. You will submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

- Apply a range of frameworks, approaches and methods creatively and critically to envision and gain insights into social, environmental and economic megatrends and potential futures.
- Devise socially and environmentally sustainable strategies for organisations to address challenges and opportunities.

Data analysis and visualisation

Assessment Type ¹: Media presentation

Indicative Time on Task ²: 14 hours

Due: **Week 6: 16 February 2024**

Weighting: **60%**

Length: Max 10-20 minutes (~15 slides) + 750 word individual report. Format: For Team assignment: Multimedia presentation and data visualisation file. For Individual assignment: A one page executive summary Task: In this assignment, you will be working with a set of data to generate insights and create visualisations of that data. Within a team, you will be creating a presentation of your findings and analysis. For detailed information and the marking criteria, please refer to the section Course Resources - Assessment Information in your online unit. You will submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

- Apply a range of frameworks, approaches and methods creatively and critically to envision and gain insights into social, environmental and economic megatrends and

potential futures.

- Develop visualisation and storytelling techniques to persuasively and professionally present findings to a professional/expert audience.
 - Demonstrate advanced team working and ethical decision making skills and abilities to collaborate with diverse individuals and stakeholders.
 - Successfully work in teams to achieve group and organizational objectives
-

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

The one-hour live events will be delivered via Zoom in Coursera.

Unit Schedule

Live Events

Please refer to the timetable information in eStudent or the [GMBA website](#) for Live Event session timings. **Please note:** The teaching schedule is subject to change. Please refer to your Coursera unit for a detailed Live Event schedule.

Live Events will take place via Zoom each week starting in Week 1 and ending in Week 6. The links to the events are available via **Live Events** in the Coursera unit.

You will need to use your Macquarie University student Zoom account to access the Live Events.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor, and classmates. Students are strongly advised to attend the Live Events. Recordings of the live events will be made available within 24 hours of the event and can be accessed via the Coursera unit content.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)

- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

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Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

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Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

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Unit information based on version 2024.02 of the [Handbook](#)