



MKTG127

Demographic Fundamentals

S2 Day 2017

Dept of Marketing and Management

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Disclaimer

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General Information

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit introduces students to demography and provides a platform of knowledge and skills for further demography/population related studies. Students will develop skills in the analysis of changes in population size and composition. The general patterns of fertility, mortality and migration in Australia and other countries will be studied, and their implications for population size and composition will be explained. The main source of demographic data and the main techniques for analysing population change will be introduced. Practical applications of demography in the public and private sector will be discussed.

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:

Demonstrate an ability to define and explain basic demographic concepts.

Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions.

Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).

Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions.

Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions.

Assessment Tasks

Name	Weighting	Hurdle	Due
Assignment 1	20%	No	Weeks 4/6
Class Test	15%	No	Week 7
Assignment 2	25%	No	Weeks 10/11
Final Exam	40%	No	Exam Period

Assignment 1

Due: **Weeks 4/6**

Weighting: **20%**

This assignment is designed to help students to progress towards the learning outcomes through practising what they have learned in the lectures and tutorials in Week 1 to Week 5. It is used to assess the quality of students understanding. It involves calculations, case studies, and interpretations of demographic measures/indicators. The assignments must be undertaken

independently, penalties for plagiarism can be severe. More information on assessment criteria and standards required can be found in iLearn.

Submission: The hard copy assignment has to be submitted directly to your tutor in your designated tutorial time in two instalments: Week 4 (Part 1) and Week 6 (Part 2). The electronic copy has to be submitted through "turn-it-in" at iLearn.

Notes on Extension: No extensions will be granted. Late tasks will be accepted up to 24 hours after the submission deadline. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 10 hours late in submission – 10% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Demonstrate an ability to define and explain basic demographic concepts.
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions.
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions.
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions.

Class Test

Due: **Week 7**

Weighting: **15%**

The class test will be conducted in the lecture room and time slot. It incorporates multiple parts, including (a) Multiple choice questions, (b) Questions requiring statements of definition or explanation, and (c) short notes or essays. The instructions and maximum marks available for each part will be indicated on the test papers.

Submission: As the class test will be conducted in the lecture room and time slot, submission will be in the lecture classroom directly to the lecturer.

Notes on Extension: No extensions will be granted. Students who miss a class test will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Demonstrate an ability to define and explain basic demographic concepts.
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions.
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions.
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions.

Assignment 2

Due: **Weeks 10/11**

Weighting: **25%**

This assignment is designed to help students to progress towards the learning outcomes through practising what they have learned in the lectures and tutorials in Week 6 to Week 9. It is used to assess the quality of students understanding. It involves calculations, case studies, and interpretations of demographic measures/indicators. The assignments must be undertaken independently, penalties for plagiarism can be severe. More information on assessment criteria and standards required can be found in iLearn.

Submission: The hard copy of assignment has to be submitted directly to your tutor in your designated tutorial time in two instalments: Week 10 (Part 1) and Week 11 (Part 2). The electronic copy has to be submitted through "turn-it-in" at iLearn.

Notes on Extension: No extensions will be granted. Late tasks will be accepted up to 24 hours after the submission deadline. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 10 hours late in submission – 10% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).

- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions.
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions.

Final Exam

Due: **Exam Period**

Weighting: **40%**

The exam will incorporate multiple parts, including multiple choice, short answers and essays. The duration of exam is 3 hours plus 10 minutes reading. The instructions and maximum marks available for each part will be indicated on the exam papers.

Submission: The exam will be conducted in a designated room, submission will be in the exam room directly to the staff in charge.

Notes on Extension: No extensions will be granted. Students who miss a final exam will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Demonstrate an ability to define and explain basic demographic concepts.
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions.
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions.
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions.

Delivery and Resources

Classes

For each student there will be 3 hours face-to-face teaching per week consisting of 1 x 2 hour

lecture and 1 x 1 hour tutorial. Each student should attend the scheduled lecture on Thursday at 9.00-11.00 and one of the scheduled tutorials per week.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Students who wish to change tutorial classes must request permission from the Convenor. Attendance will be taken in all the tutorials and in some of the lectures. When lecture attendance is not possible, it is your responsibility to ensure that you listen to and prepare notes based on the recorded iLectures.

Please bring a calculator, lecture notes and the textbook to all tutorials. Please note that the tutorial classes will start in the first week of this semester.

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have any recurring problem that makes you late (or forces you to leave early), please have the courtesy to discuss this with your lecturer/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to “silent”.

In addition to the time spent attending lectures and tutorials and doing assignments, each student is expected to spend a significant amount of time preparing for lectures and tutorials, updating lecture notes, reading the demographic literature, learning the key definition and formulae, attempting exercises from the textbook, tutorial works, past class tests and exam papers, and revising for tests and exams (12 hours per week is recommended). Students are also encouraged to follow developments in the Australian population and the population debates which are reported in the media.

Prizes

A certificate from “The Macquarie University Marketing and Management” will be awarded to a student who has the highest proficiency in this unit.

Required and Recommended Texts and/or Materials

Rowland, Donald (2003) Demographic Methods and Concepts, Oxford University Press. The book is available for purchase from the Co-op Bookshop.

or

A.H. Pollard, Farhat Yusuf and G.N. Pollard, Demographic Techniques (third edition, 1990). This text is currently out of print. However, copies of the sections relevant to this unit (Chapters 1-6 and 8) have been placed, with the authors’ permission, on the Macquarie University library e-reserve page <http://www.lib.mq.edu.au/reserve/>

Other Useful Sources of Information

Khoo, S.E. and McDonald, P. (2003) The Transformation of Australia’s Population 1970-2030. UNSW Press. Chapters 2-6 and 8 provide a useful material for several of the substantively-

based topics.

This reference can be viewed as an e-book via the library e-reserve page

<http://www.lib.mq.edu.au/reserve/>

Parr, N.J. and Farhat Yusuf A Workbooklet in the Elements of Demography (available via the DEM127 webpage or from the library e-reserve webpage <http://www.lib.mq.edu.au/reserve/>) includes many data analytic exercises that should help students to prepare for tutorials, class tests and the final examination.

A list of other useful references may be accessed from the MKTG127 page on the Macquarie University Online Learning@ MQ Facility <http://ilearn.mq.edu.au>

Overheads and Note-taking Copies of a selection of the overheads shown in lectures will be made available via Online Learning @ MQ <http://ilearn.mq.edu.au>

Technology Used and Required

Students are expected to be familiar with the use of basic office software (i.e. word processing, spreadsheet, and power point) and the use of iLearn-Online Learning @MQ <http://ilearn.mq.edu.au>.

iLectures: Lectures will be recorded using the iLectures system. Whilst the iLectures may provide an additional resource, students are advised that no guarantees are given in relation to the availability or quality of the sound recordings or the functioning of any related websites or links to files of recordings of lectures. Students are expected to attend the lectures on a regular basis and to compile notes during the course of the lectures. Thus any failing of the iLectures will not be accepted as grounds for appeal.

Unit Web Page: Students may access unit material online through the Macquarie University Online Learning Facility <http://ilearn.mq.edu.au> using your Student ID Number and your Online Learning @ MQ password.

Information about the Demography Program is at: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/business_economics_degrees_by_name/demography

People Unit

MKTG127 has been accredited as a People unit. People units provide an academic framework through which students can focus on the development of what it means to be engaged and ethical local and global citizens. People subjects contribute to the development of graduates who will be engaged with the challenges of contemporary society and with knowledge and ideas; open to other cultures and perspectives; and have a sense of connectedness with others and country. This unit encourages you to learn a broader depth of knowledge relative to living and working within a constantly changing society.

If you have chosen this unit as a People unit, and you have met the qualifying criteria of ensuring the unit is either from outside the Department administering your Program of Study or Qualifying

Major which you are admitted to, OR this unit is taken from outside the Faculty administering your Program of Study of Qualifying Major which you are admitted to, then you have adequately fulfilled the People component of the People and Planet focus.

KickStart Package

This unit includes a KickStart package, designed to help you to get a head start with your studies. Being well prepared can be the key to success, so be sure to take advantage of KickStart and make it work for you.

What is KickStart? KickStart is a package of resources and activities in iLearn that is specific to studying this unit. Your package may include welcome videos from the Unit Convenor, quizzes (not counting towards your final grade), insights from industry experts and tips from previous students on how to succeed in the unit. Please note that the activities in the KickStart package do not count towards the final grade of the unit.

When is KickStart available? It is available two weeks before the start of the session, log in into iLearn and access the KickStart package.

Unit Schedule

Week	Lecture Topic	Tutorial
1.	Introduction to Demography; Population Pyramids	Tutorial 1
2.	World Population Growth; Sources of Demographic Data	Tutorial 2
3.	Basic Demographic Measures; Crude Rates and Ratio	Tutorial 3
4.	Computation of Life Tables	Tutorial 4
5.	Measurement of Fertility; Its Trends and Differentials in Australia	Tutorial 5
6.	Measurement of Mortality; Its Trends and Differentials in Australia	Tutorial 6
7.	Class Test (in Lecture room and time slot)	Tutorial 7
	Mid Semester Break	
8.	Population Projections	Tutorial 8
9.	Marriage and Family in Australia and in China	Tutorial 9
10.	Population Distribution & Migration	Tutorial 10
11.	Demography of Australia's Indigenous Population	Tutorial 11
12.	Uses of Demography in the Public and Private Sectors	Tutorial 12
13.	Summary and Conclusion	Tutorial 13

Policies and Procedures

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

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, 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.

Student Support

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

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide

appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to define and explain basic demographic concepts.
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions.
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).
- Demonstrate a knowledge and an understanding of the patterns of change in the population size and composition in Australia and in other regions of the World through writing short essays and answering short answer questions.
- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions.

Assessment tasks

- Assignment 1

- Class Test
- Assignment 2
- Final Exam

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to define and explain basic demographic concepts.
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions.
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).
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Assessment tasks

- Assignment 1
- Assignment 2
- Final Exam

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to define and explain basic demographic concepts.
- Demonstrate an awareness of the ranges of demographic data which may be obtained from the main sources and of the strengths and limitations of such data through writing short essays and answering short answer questions.
- Demonstrate an ability to use basic demographic techniques to calculate demographic measures and to interpret the results of such calculations (this is a particularly important assessment criteria).
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- Demonstrate a knowledge and an understanding of the patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques, writing short essays and answering short answer questions.

Assessment tasks

- Assignment 1
- Class Test
- Assignment 2
- Final Exam

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Assessment tasks

- Assignment 1
- Class Test
- Assignment 2
- Final Exam

Changes from Previous Offering

There are some changes in the contents including coverage of Asia demographic case studies.

Global Perspectives and Sustainability

A global perspective will be accommodated by including some demographic studies and reports from overseas as well as from Australia.

The sustainability of human population development are key issues in the demographic analysis and studies.

Research and Practice

This unit uses researches from both Macquarie University researchers and external sources as listed in the references lists on iLearn.

From Macquarie University, most research themes within the Centre for Workforce Futures have been incorporated as the main resources in this unit. Among others, it includes the recent researches on:

- Resource Efficiency and Sustainability in the Workplace Symposium
- Climate change work and employment
- The Case for a National Portable Long Service Leave Scheme in Australia
- Digital Productivity in the Workplace of the Future
- Women, Management and Work

From other sources, it incorporates researches published in highly rank academic journals and internationally reputed organizations. Among others, it includes the following journals and organizations:

- Journals: Demography, Journal of Population Research, Lancet, International Migration, and Population Development Review
- Reports and Working Papers Series from UN, WHO and World Bank