BUSA3021

Business Analytics Project

Session 2, Special circumstance 2020

Department of Actuarial Studies and Business Analytics

Contents

Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff
Hume Winzar
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Angela Chow
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Credit points
10

Prerequisites
BUSA3020 or MGMT320

Corequisites

Co-badged status

Unit description
This unit provides a platform for students to exercise the knowledge and skills that they have gained in previous units. The major component of the unit is an organisation-based group project, where students will actively engage with an organisation including but not limited to: not-for-profit organisations, government agencies, companies, and industry partners. Group work engages students in the challenges of interpersonal communication, task allocation, coordination and control. Students will gain an insight into the analytical problems faced by organisations and be able to contextualise their graduate capabilities into the final business project. The unit will consider key issues, concepts and frameworks of analytics ethics, and social responsibility, and how these can be applied to policy and practice. The class is conducted through lectures, workshops and discussions where students will develop an analytical solution around the client specified information-based problem. Throughout the unit, the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis for strategic recommendations back to the client partner.

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: Successfully work in teams to achieve group and organisational objectives.

ULO2: Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.

ULO3: Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.

ULO4: Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.

ULO5: Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

General Assessment Information

Assessment Marks

It is the responsibility of students to view their marks for each within session assessment on iLearn within 20 working days of posting. If there are any discrepancies, students must contact the unit convenor immediately. Failure to do so will mean that queries received after the release of final results regarding assessment marks (not including the final exam mark) will not be addressed.

Special Consideration

Where a Special Consideration application is approved, the student may be offered an alternative assessment or may receive a mark based on the percentage mark achieved by the student in one or more other assessment tasks, at the Unit Convenor's discretion.

Late Penalties

Tasks 10% or less – No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

Tasks above 10% - No extensions will be granted. 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, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

Assessment Tasks

Name	Weighting	Hurdle	Due
Group Project Report	45%	No	Week_13
Reflective Journal	20%	No	Week_3 and Week_12
Report and Portfolio	15%	No	Week_5
Progress Report	20%	No	Week_7

Group Project Report

Assessment Type [1]: Practice-based task
Indicative Time on Task [2]: 45 hours
Due: **Week_13**
Weighting: **45%**

The group will write a report of 1000 - 2000 words and present the report to the client.

On successful completion you will be able to:

- Successfully work in teams to achieve group and organisational objectives.
- Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.
- Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.
- Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

Reflective Journal

Assessment Type [1]: Reflective Writing
Indicative Time on Task [2]: 10 hours
Due: **Week_3 and Week_12**
Weighting: **20%**

Students will be required to submit two reflective journals between 200 to 500 words.

On successful completion you will be able to:

- Successfully work in teams to achieve group and organisational objectives.
- Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.
- Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

Report and Portfolio

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 12 hours
Due: **Week_5**
Weighting: **15%**

Students will produce a report of 500 - 1000 words to review the techniques they have learned from BUSA3020 (previously MGMT320) and to create a portfolio of their work.

On successful completion you will be able to:

- Successfully work in teams to achieve group and organisational objectives.
- Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.
- Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.
- Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

Progress Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 12 hours
Due: **Week_7**
Weighting: **20%**

Student will be required to provide a progress report of 200 - 500 words on their own contribution

to the group project.

On successful completion you will be able to:
- Successfully work in teams to achieve group and organisational objectives.
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

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[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 majority of this unit will be run as an online seminar.

Individual groups will meet face-to-face with the unit convenor approximately once per fortnight to discuss progress to date.

Contact time, online and face-to-face, will average three hours per week.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.m q.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr al). 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
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Students seeking more policy resources can visit the Student Policy Gateway (https://students.m q.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you

need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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

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 help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- 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

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

If you are a Global MBA student contact globalmba.support@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.