



BUSA3021

Business Analytics Project

Session 2, Special circumstances 2021

Department of Actuarial Studies and Business Analytics

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Disclaimer

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Unit Convenor/ Lecturer

Hume Winzar

hume.winzar@mq.edu.au

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 criteria for all assessment tasks will be provided on the unit iLearn site.

It is the responsibility of students to view their marks for each within-session-assessment on iLearn within 20 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 tasks (not including the final exam mark) will not be addressed.

Late submissions of assessments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assessment on time and, in that case, you may be eligible to lodge a [Special Consideration request](#).

Unless a [Special Consideration request](#) has been submitted and approved, please note that no extensions to assessment deadlines will be granted. Assessments that are submitted late will attract a late penalty:

1. There will be a deduction of 10% of the total available marks for each 24 hour period or part thereof that the submission is late.
2. No assessment will be accepted more than 72 hours after the original due date and time (incl. weekends).
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less.

Assessment Tasks

Name	Weighting	Hurdle	Due
Reflective Journal	20%	No	Week 3 & Week 12

Name	Weighting	Hurdle	Due
<u>Report and Portfolio</u>	15%	No	Week 5
<u>Progress Report</u>	20%	No	Week 7
<u>Group Project Report</u>	45%	No	Week 13

Reflective Journal

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 10 hours

Due: **Week 3 & 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.

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.

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 online with the unit convenor approximately once per fortnight to discuss progress to date. All members of the team will attend these meetings.

Contact time, will average three hours per week.

Unit Schedule

Week	Week Beginning	Topic
1	26 July	Unit program & expectations
2	2 August	Review of Analytical Tools and Frameworks
3	9 August	Review MGMT320 Group Report analysis
4	16 August	Client Briefing
5	23 August	Guest Speaker & Review of MGMT320
6	30 August	
7	6 September	
		<i>Session Break</i>
8	27 September	
9	4 October	Public Holiday - no meeting this week
10	11 October	
11	18 October	
12	25 October	Preparing for Presentation and final report
13	1 November	Formal Presentation

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](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](#)
- [Grade Appeal Policy](#)
- [Complaint Management 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

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.

Changes from Previous Offering

Assessment details updated