BUSA8030

Management of Data, Analytics and Change

Session 1, Special circumstances 2021

Department of Actuarial Studies and Business Analytics

Contents

General Information 2

Learning Outcomes 2

General Assessment Information 3

Assessment Tasks 3

Delivery and Resources 6

Unit Schedule 6

Policies and Procedures 7

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Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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 Unit Convenor Babak Abedin babak.abedin@mq.edu.au
Credit points 10
Prerequisites Admission to MBusAnalytics or MEngMgt
Corequisites
Co-badged status
Unit description This unit makes decision making, people management and soft skills in analytics a priority. It will help students develop an understanding of how data analytics can be used to influence decision making, to manage business processes, projects and people, and to drive change. Students will also learn about enterprise information systems and contemporary digital technologies that are essential for managing data and driving analytics in organisations. The unit will cover topics such as business-analytics alignment, contemporary digital technologies, business process management, change management, and accountability and ethics in business analytics. The unit also will include how to examine the value propositions of data analytics projects and how to engage key stakeholders to achieve short-term and long-term organisational goals.

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: Assess human, ethical, organisational and technical issues associated with data and business analytics.

ULO2: Recognise and apply different perspectives to help organisations develop evidence-based and data driven decision making practices.

ULO3: Design and conduct analysis to prepare organisations and employees for

change.

ULO4: Examine and (re)design business processes for successful use of business analytics initiatives and projects in organisations.

ULO5: Examine and analyse fundamental digital technological needed for effective implementation of analytics projects.

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 and extensions

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
Participation & Engagement	10%	No	Weekly, from week 2 to 12
Online Quiz	30%	No	31/03/21, 26/05/21
Case Study	30%	No	21/04/21
Data, Analytics and Change Management Plan	30%	No	02/06/21

Participation & Engagement

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 26 hours
Due: **Weekly, from week 2 to 12**
Weighting: **10%**

Weekly engagement in seminar and/or discussion forum participation.

On successful completion you will be able to:

- Assess human, ethical, organisational and technical issues associated with data and business analytics.
- Recognise and apply different perspectives to help organisations develop evidence-based and data driven decision making practices.

Online Quiz

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 25 hours
Due: **31/03/21, 26/05/21**
Weighting: **30%**

Two open book online tests will be held.

On successful completion you will be able to:

- Assess human, ethical, organisational and technical issues associated with data and business analytics.
- Recognise and apply different perspectives to help organisations develop evidence-based and data driven decision making practices.
- Design and conduct analysis to prepare organisations and employees for change.
- Examine and (re)design business processes for successful use of business analytics initiatives and projects in organisations.
- Examine and analyse fundamental digital technological needed for effective implementation of analytics projects.

Case Study

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 30 hours
Due: **21/04/21**
Weighting: **30%**

Students will produce a 2,500 word report, critically analysing a given case study and answering

specific question(s) posed.

On successful completion you will be able to:

- Recognise and apply different perspectives to help organisations develop evidence-based and data driven decision making practices.
- Examine and analyse fundamental digital technological needed for effective implementation of analytics projects.

Data, Analytics and Change Management Plan

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 30 hours
Due: **02/06/21**
Weighting: **30%**

This group assignment uses a design thinking approach, and will require students to understand business goals, design proper business processes, determine required enterprise systems to support business processes, prepare the organisation for change, and propose analytics initiatives and systems that support business goals.

Students will be required to: 1) Submit a group report (2,500 words, worth 15%); and 2) Present their recommendation (worth 15%).

On successful completion you will be able to:

- Assess human, ethical, organisational and technical issues associated with data and business analytics.
- Recognise and apply different perspectives to help organisations develop evidence-based and data driven decision making practices.
- Design and conduct analysis to prepare organisations and employees for change.
- Examine and (re)design business processes for successful use of business analytics initiatives and projects in organisations.

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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

Classes

The unit will be offered online. All seminars and assessment tasks will be conducted online

The unit is comprised of 13 x 3-hour seminars in weeks 1 to 13. Each weekly seminar includes recorded content coupled with Zoom Q&A sessions and online activities on iLearn.

Students can join weekly Zoom sessions via the link made available on iLearn homepage.

Group Work

Group work is an inherent requirement for completing this unit satisfactorily.

Required unit materials and/or recommended readings

Textbook

Gressel, S., Pauleen, D. J., & Taskin, N. (2020). *Management Decision-Making, Big Data and Analytics*. SAGE.

R. Kelly Rainer, Brad Prince, (2016) Introduction to Information Systems, 6th Edition (Chapters 1 and 10). WILEY

Recommended Readings

We will have some recommended readings included in the *iLearn* website for this unit so that we can better understand the context in which we are applying our analytical knowledge.

Unit Web Page

Course material is available on the learning management system (*iLearn*). The general online website is http://ilearn.mq.edu.au

Unit Schedule

The unit will cover the following themes.

- Data, analytics, and evidence-based decision making
- Contemporary digital technologies and enterprise systems for analytics
- Design thinking in business analytics
- Business process management and change management
- Ethics and accountability in analytics

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
- 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). 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) 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.