



MGMT2016

Business Demographics

Session 1, Special circumstances 2021

Department of Management

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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 Convener

Professor Fei Guo

fei.guo@mq.edu.au

Room 627, 4 Eastern Road

Consultation hours: Tuesday: 11am – 1pm (via Zoom, link to be advised in iLearn)

Credit points

10

Prerequisites

70cp at 1000 level or above

Corequisites

Co-badged status

Unit description

Demographic factors are important in affecting market segmentation and business behaviour. Managers in private and public sectors often utilise and analyse relevant demographic data to assist their decision making. In this unit, students learn the application of a range of demographic techniques in analysing and understanding market segmentation and demographically diverse business behaviour. Students are provided with access to the major sources of demographic data and employ data analytics tools. Contemporary demographic issues are examined in a range of contexts.

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: Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.

ULO2: Gain practical skills on evaluating data, information and literature to solve problems.

ULO3: Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on

consumption.

General Assessment Information

Late Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Class Participation	5%	No	Weekly
Report 1	30%	No	Week 6
Report 2	30%	No	Week 12
Online Final Exam	35%	No	University Examination Period

Class Participation

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 0 hours

Due: **Weekly**

Weighting: **5%**

Individual participation throughout the unit will be graded and is worth 5%.

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Gain practical skills on evaluating data, information and literature to solve problems.
- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

Report 1

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 6**

Weighting: **30%**

A report of 1,500 words worth 30%.

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Gain practical skills on evaluating data, information and literature to solve problems.
- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

Report 2

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 12**

Weighting: **30%**

A report of 1,500 words worth 30%.

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Gain practical skills on evaluating data, information and literature to solve problems.
- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

Online Final Exam

Assessment Type ¹: Examination

Indicative Time on Task ²: 15 hours

Due: **University Examination Period**

Weighting: **35%**

A two-hour online final examination will be held during the University Examination Period.

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

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

Required text	Martins, Jo M., Farhat Yusuf and David A. Swanson (2012) <i>Consumer Demographics and Behaviour</i> , Springer, ISBN 978-94-007-1854-8 (e-book downloadable from library website).
Unit web page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	<p>Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/).</p> <p>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</p> <p>Students are required to use calculators with scientific functions and Excel program throughout the semester to compute demographic parameters and estimates.</p> <p>Students will need to access the TableBuilder program via the Australian Bureau of Statistics (ABS) website to carry out demographic data analysis that aims at understanding Australian populations and consumers. Instruction on the application of a TableBuilder account to ABS will be provided to students on iLearn.</p> <p>An interactive online tool padlet will be used in lectures to facilitate student participation in class and interaction with teaching staff.</p>
Delivery Format and Other Details	<ul style="list-style-type: none">• Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours face to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)• Tutorials will commence in Week 2.• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Recommended readings	Recommended readings are provided via Leganto on the iLearn Unit page
Inherent Requirements	Students are required to attend at least 75% of tutorial classes.

Unit Schedule

Please see iLearn.

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://stu>

dents.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.