



MGMT2016

Business Demographics

Session 1, In person/Online-scheduled-weekday, North Ryde 2022

Department of Management

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General Information

Unit convenor and teaching staff Unit Convenor Fei Guo fei.guo@mq.edu.au
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 demographic changes on resources, consumption, and business decision making.

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

Special Consideration

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Report 1</u>	30%	No	Week 6
<u>Report 2</u>	30%	No	Week 12
<u>Class Participation</u>	5%	No	Week 2 to Week 13
<u>Online Final Exam</u>	35%	No	University Examination Period

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 demographic changes on resources, consumption, and business decision making.

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.

Class Participation

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 0 hours

Due: **Week 2 to Week 13**

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 demographic changes on resources, consumption, and business decision making.

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 demographic changes on resources, consumption, and business decision making.

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	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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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)

[du.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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

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

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)

- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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.