



BUSA7030

Management of Data, Analytics and Change

Session 1, Online-flexible, North Ryde 2022

Department of Actuarial Studies and Business Analytics

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	4
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	7
<u>Changes since First Published</u>	9

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General Information

Unit convenor and teaching staff Ali Eshraghi ali.eshraghi@mq.edu.au
Credit points 10
Prerequisites Admission to Master of Research
Corequisites
Co-badged status BUSA8030
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.

ULO6: Examine and research implications of management of data, analytics and change for practice and society.

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
Data, Analytics and Change Management Plan	30%	No	02/06/22
Participation & Engagement	10%	No	Weekly, from week 2 to 12
Online Quiz	30%	No	04/04/22, 30/05/22
Case Study	30%	No	24/04/22

Data, Analytics and Change Management Plan

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 30 hours

Due: **02/06/22**

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.

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: **04/04/22, 30/05/22**

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: **24/04/22**

Weighting: **30%**

Students will produce a 2,500 word research paper, critically analysing academic and professional outlets as well as given scenario(s) 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.
- Examine and research implications of management of data, analytics and change for practice and society.

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-flexible. All seminars and assessment tasks will be conducted both face 2 face and online. The unit is comprised of 13 x 3-hour seminars in weeks 1 to 13. Each weekly seminar includes lectures coupled with Q&A sessions and online activities on iLearn.

Students can join weekly Zoom sessions via the link <https://macquarie.zoom.us/j/81505304053> (double-check 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) (<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>) 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.

Changes since First Published

Date	Description
29/03/2022	Some small changes in the dates of quizzes to meet the requirements of hybrid mode