



BUSA8031

Business Analytics Project

Session 1, In person-scheduled-weekday, 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 |

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General Information

Unit convenor and teaching staff

Stefan Trueck

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4 Eastern Road, Room 729

By Appointment

Credit points

10

Prerequisites

40cp at 8000 level including BUSA8000

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 in the Master of Business Analytics. The major component of the unit is a project, where students will actively engage with a significant problem or set of problems in the area of analytics. 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 partner's 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.

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 and reflect on teamwork strategies in achieving group

objectives.

ULO2: Recognise and apply different perspectives on organisation problems in order to best frame possible solutions.

ULO3: Design and conduct an organisational and industry analysis to assess and resolve contextual constraints of a client organisation.

ULO4: Deliver an effective and well-justified data analytic solution.

ULO5: Examine Business Analytics contribution to individuals, organisations and society and predict the ethical implications relating to the use of data analytics for these stakeholders.

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

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 |
|--|-----------|--------|--------------------------------|
| Client briefing report | 10% | No | 29/04/22 |
| Participatory Task | 10% | No | weekly throughout the semester |
| Personal Report | 30% | No | 11/03/22, 01/04/22, 20/05/22 |
| Client Report and Presentation | 50% | No | 02/06/2022 |

Client briefing report

Assessment Type ¹: Professional writing

Indicative Time on Task ²: 10 hours

Due: **29/04/22**

Weighting: **10%**

Students will provide a report on their individual interpretation of the briefing, recognition of potential problems and perspectives on potential solutions, for the client organisation.

On successful completion you will be able to:

- Recognise and apply different perspectives on organisation problems in order to best frame possible solutions.
- Deliver an effective and well-justified data analytic solution.
- Examine Business Analytics contribution to individuals, organisations and society and predict the ethical implications relating to the use of data analytics for these stakeholders.

Participatory Task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **weekly throughout the semester**

Weighting: **10%**

Students will be required to participate activities in class.

On successful completion you will be able to:

- Recognise and apply different perspectives on organisation problems in order to best frame possible solutions.
- Deliver an effective and well-justified data analytic solution.
- Examine Business Analytics contribution to individuals, organisations and society and predict the ethical implications relating to the use of data analytics for these stakeholders.

Personal Report

Assessment Type ¹: Report

Indicative Time on Task ²: 25 hours

Due: **11/03/22, 01/04/22, 20/05/22**

Weighting: **30%**

Students will reflect and write three short reports, worth 10% each, regarding the impact the following experiences/topics have had on them: 1) Learning experience across their Master of Business Analytics. 2) Teamwork. 3) Ethics.

On successful completion you will be able to:

- Successfully work in teams and reflect on teamwork strategies in achieving group objectives.
- Deliver an effective and well-justified data analytic solution.
- Examine Business Analytics contribution to individuals, organisations and society and predict the ethical implications relating to the use of data analytics for these stakeholders.

Client Report and Presentation

Assessment Type ¹: Project

Indicative Time on Task ²: 45 hours

Due: **02/06/2022**

Weighting: **50%**

Students will be required to work in teams on a client organisation issue. Students will be

required to: 1) Submit a short group progress report on their progress to date, any issues that have been dealt with and the likely outcomes of their analysis, in the weeks preceding the Client Report and Presentation. 2) Write a professional group report for the client organisation. 3) Deliver a formal presentation to the client organisation. Each student will be individually assessed for their presentation skills (worth 10%).

On successful completion you will be able to:

- Successfully work in teams and reflect on teamwork strategies in achieving group objectives.
- Recognise and apply different perspectives on organisation problems in order to best frame possible solutions.
- Design and conduct an organisational and industry analysis to assess and resolve contextual constraints of a client organisation.
- Deliver an effective and well-justified data analytic solution.

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 is comprised of 13 x 3-hour seminars in weeks 1 to 13. Weekly seminars will typically be held in person, but some seminars will also be conducted via Zoom sessions. Seminars may also include recorded content coupled with Zoom Q&A sessions and class activities.

Students are expected to attend the in person scheduled sessions or join the weekly Zoom sessions. The link and passcode for the Zoom sessions will be made available on the iLearn homepage.

Group Work

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

Required unit materials and/or recommended readings

Textbook

No formal textbook has been set for this unit. None suits the range of topics introduced here.

Recommended Readings

As a Capstone Unit, 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.

Technology used and required

We will make use of application software tools for predictive and prescriptive analytics as well as data-visualisation software Power BI. An academic license for Power BI is freely available to Macquarie University students in the session.

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

Please refer to 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) 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.