GMBA8023
Generate Insights
Coursera term 1, Online-scheduled-weekday 2022
Department of Actuarial Studies and Business Analytics

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Disclaimer
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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
Osama Sohaib
osama.sohaib@mq.edu.au

Credit points
5

Prerequisites
Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description
This unit introduces best practice approaches to handling complex organisational problems with tools and methods that enable the transformation of data into insights. It also focuses on developing theoretical and practical analytical skills, such as research, critical thinking, scanning, pattern recognition and creative problem-solving. You will gain exposure to analysing data sets as well as leveraging statistical methods and visualisation techniques to inform organisational decision making.

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:** Apply a range of frameworks, approaches and methods creatively and critically to envision and gain insights into social, environmental and economic megatrends and potential futures.

**ULO2:** Devise socially and environmentally sustainable strategies for organisations to address challenges and opportunities.

**ULO3:** Develop visualisation and storytelling techniques to persuasively and professionally present findings to a professional/expert audience.

**ULO4:** Demonstrate advanced team working and ethical decision making skills and
abilities to collaborate with diverse individuals and stakeholders.

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

**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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 3 - 28 Jan</td>
</tr>
<tr>
<td>Data analysis and visualisation</td>
<td>60%</td>
<td>No</td>
<td>Week 6 - 20 Feb</td>
</tr>
</tbody>
</table>

**Data analysis**

Assessment Type: Case study/analysis
Indicative Time on Task: 10 hours
Due: Week 3 - 28 Jan
Weighting: 40%
In this assignment, you will be generating insights from a set of data supplied to you. For detailed information and the marking criteria, please refer to the section Course Resources - Assessment Information in your online unit. You will submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

• Apply a range of frameworks, approaches and methods creatively and critically to envision and gain insights into social, environmental and economic megatrends and potential futures.
• Devise socially and environmentally sustainable strategies for organisations to address challenges and opportunities.

Data analysis and visualisation

Assessment Type 1: Media presentation
Indicative Time on Task 2: 14 hours
Due: Week 6 - 20 Feb
Weighting: 60%

Length: Max 10-20 minutes (~15 slides) + 750 word individual report. Format: For Team assignment: Multimedia presentation and data visualisation file. For Individual assignment: A one page executive summary Task: In this assignment, you will be working with a set of data to generate insights and create visualisations of that data. Within a team, you will be creating a presentation of your findings and analysis. For detailed information and the marking criteria, please refer to the section Course Resources - Assessment Information in your online unit. You will submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

• Apply a range of frameworks, approaches and methods creatively and critically to envision and gain insights into social, environmental and economic megatrends and potential futures.
• Develop visualisation and storytelling techniques to persuasively and professionally present findings to a professional/expert audience.
• Demonstrate advanced team working and ethical decision making skills and abilities to collaborate with diverse individuals and stakeholders.
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 Learning Skills Unit for academic skills support.

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**

There is no required textbook for this unit. Please refer to the weekly required readings in your online unit. All readings are available via the Macquarie University library and do not need to be purchased separately.

**Delivery method**

This unit will be delivered entirely online via the Coursera Learning Management System. Access to a personal computer is required to access the resources and learning materials on Coursera.

**Unit Schedule**

**Live Events**

Please refer to the timetable information in eStudent or the GMBA website for Live Event session timings. **Please note:** The teaching schedule is subject to change. Please refer to your Coursera unit for a detailed Live Event schedule.

Live Events will take place via Zoom each week starting in Week 1 and ending in Week 6. The links to the events are available via **Live Events** in the Coursera unit.

You will need to use your Macquarie University student Zoom account to access the Live Events.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor, and classmates. Students are strongly advised to attend the Live Events. Recordings of the live events will be made available within 24 hours of the event and can be accessed via the Coursera unit content.

**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**
Student Support

- 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/

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Getting help with your assignment
- 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 Enquiry Service
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

Equity 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.

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.