BUSA1000

Introduction to Data, Analytics and People

Session 2, In person-scheduled-weekday, North Ryde 2024

Department of Actuarial Studies and Business Analytics

Contents

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General Information

Unit convenor and teaching staff Lin Yue lin.yue@mq.edu.au
Credit points 10
Prerequisites
Corequisites
Co-badged status
Unit description This is an introductory unit in business analytics. Students will examine the use of data in today's world, and the implications of this rapidly evolving ecosystem. The unit will provide an overview of descriptive, predictive, and prescriptive analytics and will allow students to explore basic analysis techniques that are commonly used in practice using real-world data tools. The unit also provides an understanding of contemporary information systems that are necessary in organizations for utilizing and implementing analytics solutions. It presents the nexus between the business and the information systems functions to be able to take advantage of existing and emerging data-driven technologies while caring for ethical and trust implications.

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 behavioural 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 apply project management knowledge and skills for successful management of business analytics initiatives and projects in organisations.

ULO5: Examine and analyse fundamental digital technological needed for effective implementation of analytics projects.

Assessment Tasks

Name	Weighting	Hurdle	Due
Online Quizzes	20%	No	Week 6
Case study/Report	30%	No	Week 9
Final exam	40%	No	Exam period
Participation	10%	No	Ongoing

Online Quizzes

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 15 hours
Due: **Week 6**
Weighting: **20%**

Online quizzes will be held

On successful completion you will be able to:

- Assess human, ethical, organisational, and behavioural 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 apply project management knowledge and skills for successful management of business analytics initiatives and projects in organisations.
- Examine and analyse fundamental digital technological needed for effective implementation of analytics projects.

Case study/Report

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 20 hours
Due: **Week 9**
Weighting: **30%**

Students will utilize the power of data analytics to determine required business activities and enterprise systems for support business priorities. Students will also prepare a project report for recommended changes and propose initiatives and systems that support business goals.

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.
- Design and conduct analysis to prepare organisations and employees for change.
- Examine and apply project management knowledge and skills for successful management of business analytics initiatives and projects in organisations.
- Examine and analyse fundamental digital technological needed for effective implementation of analytics projects.

Final exam

Assessment Type [1]: Examination
Indicative Time on Task [2]: 40 hours
Due: **Exam period**
Weighting: **40%**

A final exam for assessment of students' knowledge about fundamentals of business analytics

On successful completion you will be able to:

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- Design and conduct analysis to prepare organisations and employees for change.
- Examine and apply project management knowledge and skills for successful management of business analytics initiatives and projects in organisations.
- Examine and analyse fundamental digital technological needed for effective implementation of analytics projects.

Participation

Assessment Type [1]: Participatory task

Indicative Time on Task [2]: 10 hours
Due: **Ongoing**
Weighting: **10%**

Students' regular participation in class and/or online forum activities will be assessed

On successful completion you will be able to:
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- 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.
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[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

Information will be provided on iLearn

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
- 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). 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 connect.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 Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the Service Connect Portal, 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.

Unit information based on version 2024.04 of the Handbook