



# BUSA8030

## Management of Data, Analytics and Change

Session 1, In person-scheduled-weekday, North Ryde 2025

*Department of Actuarial Studies and Business Analytics*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Nizar Hoblos

[nizar.hoblos@mq.edu.au](mailto:nizar.hoblos@mq.edu.au)

Contact via Email

Level 5, Room 510 | Building E4A | 4 Eastern Road

By Appointment Only (via email)

Credit points

10

Prerequisites

Admission to MBusAnalytics or MEngMgt or MActPrac or MCom or MITAI or MIT or GradCertResBus or GradDipResBus

Corequisites

Co-badged status

This unit is also know as BUSA7030

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.

## General Assessment Information

Late Assessment Submission Penalty (**written assessments**)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55 pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Participation &amp; Engagement</a>	10%	No	Weekly from wk2 to wk11
<a href="#">Class Test(s)</a>	30%	No	Week 6 and Week 11
<a href="#">Case Study</a>	30%	No	Week 7
<a href="#">Data, Analytics and Change Management Plan</a>	30%	No	Week 13

### Participation & Engagement

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 26 hours

Due: **Weekly from wk2 to wk11**

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.

## Class Test(s)

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 6 and Week 11**

Weighting: **30%**

Class test(s) 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 <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 7**

Weighting: **30%**

Students will produce a 2,500 word report, critically analysing a given case study 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.

## Data, Analytics and Change Management Plan

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 13**

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.

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<sup>1</sup> 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.

<sup>2</sup> 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

This unit is delivered via a three hours weekly lessons including: one and a half hour lecture plus one and a half hour seminar. The lecture is comprised of theoretical presentation of key concepts via lecture slides while the seminar comprises of practical hands on tutorial activities based on the lecture material and readings.

Students are encouraged to attend the lectures and complete the readings and tutorial activities to gain the full benefits of the unit and achieve the learning outcomes.

## 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 [connect.mq.edu.au](https://connect.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.

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Unit information based on version 2025.04 of the [Handbook](#)