GMBA8023

Generate Insights

Coursera term 4, Online-scheduled-weekday 2025

Department of Actuarial Studies and Business Analytics

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General Information

Unit convenor and teaching staff
Adam Abedini
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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.

ULO5: Successfully work in teams to achieve group and organizational objectives

General Assessment Information

Late submissions of 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 11:59pm(Sydney time). 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.

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.

Word limits

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Data analysis and visualisation	60%	No	21/07/2025		No	
Data analysis	40%	No	11/08/2025		No	

Data analysis and visualisation

Assessment Type [1]: Media presentation
Indicative Time on Task [2]: 14 hours
Due: **21/07/2025**
Weighting: **60%**
Groupwork/Individual:
Short extension [3]: No
AI Approach:

Length: Max 10 minutes (~10 slides - 8 slides of visualisation and storytelling + 2 slides of executive summary)

Format: Individual presentation including visualisation of data and executive summary.

Task: In this assignment, you will be working with a set of data to generate insights and create visualisations of that data. You will be creating a presentation of your findings and analysis as well as providing an executive summary based on your findings. 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.
- Successfully work in teams to achieve group and organizational objectives

Data analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 10 hours
Due: **11/08/2025**
Weighting: **40%**
Groupwork/Individual:
Short extension [3]: No
AI Approach:

Length: max 1,000 words (excl. references) Format: Data analysis Task: 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.

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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
- Academic Success 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.

[3] An automatic short extension is available for some assessments. Apply through the Service Connect Portal.

Delivery and Resources

Please refer to the unit content on Coursera.

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/

Academic Success

Academic Success 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 2025.02 of the Handbook