BUSA3021

PACE: Business Analytics Project

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

Department of Actuarial Studies and Business Analytics

Contents

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General Information

Unit convenor and teaching staff
Professor of Business Analytics
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Contact via email
MQBS - Building EA4, Level 5, Office 515
Tue 11.30 - 12.30 (Weeks 1-13) or by email appointment

Credit points
10

Prerequisites
BUSA3020

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. The major component of the unit is an organisation-based group project, where students will actively engage with an organisation including but not limited to: not-for-profit organisations, government agencies, companies, and industry partners. 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 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 back to the client partner. Visit Employability Connect for important information on this unit.

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 to achieve group and organisational objectives.

ULO2: Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.

ULO3: Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.

ULO4: Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.

ULO5: Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

General Assessment Information

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 11.55pm. A 1(one) -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
Skills development: Development Portfolio	20%	No	08/06/2025
Skills development: Professional Reflection	40%	No	Part1-Week 4 (23/3) & Part 2-Week 7 (13 April)
Professional practice: Data Analytics for Business Strategy	40%	No	Report-Week12 (1/6) and Presentation-Week13(3/6)

Skills development: Development Portfolio

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 20 hours
Due: **08/06/2025**
Weighting: **20%**

The purpose of this assessment is for you to reflect on the success of the project, consider client feedback, and articulate the business analytics skills you have developed for your future professional practice.

You will analyse business opportunities and industry trends while considering ethical and professional implications. This assessment will strengthen your reflective and analytical abilities, helping you connect your project experience to your ongoing professional development.

Skills in focus: Citizenship (Reflective Practice) Critical and Analytical Thinking Discipline knowledge

Deliverable: Written submission Individual Assessment

On successful completion you will be able to:

- Successfully work in teams to achieve group and organisational objectives.
- Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.
- Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.
- Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

Skills development: Professional Reflection

Assessment Type [1]: Reflective Writing
Indicative Time on Task [2]: 20 hours
Due: **Part1-Week 4 (23/3) & Part 2-Week 7 (13 April)**
Weighting: **40%**

The purpose of this assessment is for you to reflect on your professional development, industry project experience, teamwork, and emerging trends in business analytics, including ethical considerations and the future of work.

You will develop professional self-awareness, enhance your ability to 'learn how to learn,' and critically evaluate the skills and knowledge gained and will strengthen your critical thinking and professional awareness, gaining a competitive edge in real-world business environments.

Skills in focus: Critical Thinking Discipline knowledge Citizenship (Self reflection)

Deliverable: Reflective Report

Individual Assessment

On successful completion you will be able to:
- Successfully work in teams to achieve group and organisational objectives.
- Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.
- Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

Professional practice: Data Analytics for Business Strategy

Assessment Type [1]: Practice-based task
Indicative Time on Task [2]: 40 hours
Due: **Report-Week12 (1/6) and Presentation-Week13(3/6)**
Weighting: **40%**

The purpose of this assessment is for you to analyse business opportunities using data analytics, design strategic recommendations, and present your findings fit for a professional audience.

You will work collaboratively in teams, applying data analysis techniques to address business needs while evaluating industry and organisational opportunities.

Skills in focus: Problem solving Communication Collaboration Work readiness

Deliverables: Wrtten Submission and Presentation

Individual and Group Report

On successful completion you will be able to:
- Successfully work in teams to achieve group and organisational objectives.
- Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.
- Be able to conduct an organisational and industry analysis to assess business opportunities by analysing customers, competitors, collaborators, and other external forces in a collaborative setting.
- Critically examining problem areas, developing feasible analytics investment decision options, developing key recommendations, and communicating this strategic thinking to others.
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

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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

The unit is comprised of 13 x 3-hour seminars/classes, held on-campus in weeks 1 to 13. The unit is not designed for remote learning due the project-nature of this unit and work with the client. Weekly in-person attendace is expected.

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 2025.05 of the Handbook