



# MGMT2016

## Business Demographics

Session 1, Online-scheduled-weekday 2025

*Department of Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Fei Guo

[fei.guo@mq.edu.au](mailto:fei.guo@mq.edu.au)

Credit points

10

Prerequisites

70cp at 1000 level or above

Corequisites

Co-badged status

Unit description

Demographic factors are important in affecting market segmentation and business behaviour. Managers in private and public sectors often utilise and analyse relevant demographic data to assist their decision making. In this unit, students learn the application of a range of demographic techniques in analysing and understanding market segmentation and demographically diverse business behaviour. Students are provided with access to the major sources of demographic data and employ data analytics tools. Contemporary demographic issues are examined in a range of contexts.

## 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:** Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.

**ULO2:** Gain practical skills on evaluating data, information and literature to solve problems.

**ULO3:** Analyse aspects of sustainable development, such as the impacts of demographic changes on resources, consumption, and business decision making.

## 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-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 apply for [Special Consideration](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Professional practice: Population change</u></a>	35%	No	4 April 2025
<a href="#"><u>Professional practice: Demographic and socio-economic factors</u></a>	35%	No	30 May 2025
<a href="#"><u>Formal and observed learning: Exam</u></a>	30%	No	University examination period

### Professional practice: Population change

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **4 April 2025**

Weighting: **35%**

The purpose of this assessment is to develop your ability to apply demographic theories, concepts and techniques in analysing population changes and the impacts and developing students' critical research, data analysis and problem-solving skills. You will analyse population change in a case country by applying relevant demographic concepts and techniques and empirical evidence, including statistics and research literature, to explore the effects of demographic changes on business and society. Skills in focus: Application of relevant theories, concepts and techniques Analytical thinking and data analysis skills Critical thinking skills Communication and academic writing skills Deliverable: Written report [max. 1,500 words] Individual assessment

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer

populations in Australia and other countries.

- Gain practical skills on evaluating data, information and literature to solve problems.
- Analyse aspects of sustainable development, such as the impacts of demographic changes on resources, consumption, and business decision making.

## Professional practice: Demographic and socio-economic factors

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **30 May 2025**

Weighting: **35%**

The purpose of this assessment is to develop your ability to analyse the relationships between demographic factors and social economic factors, including employment and income, in different geographic regions. You will analyse demographic, occupational, and income-related aspects of different geographic regions by applying relevant demographic concepts and techniques and using data from censuses or other reliable sources. Skills in focus: Application of relevant theories, concepts and techniques Analytical thinking and data analysis skills Critical thinking skills Communication and academic writing skills Deliverable: Written report [max. 1,500 words] Individual assessment

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Gain practical skills on evaluating data, information and literature to solve problems.

## Formal and observed learning: Exam

Assessment Type <sup>1</sup>: Examination

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **University examination period**

Weighting: **30%**

The purpose of this assessment is for students to demonstrate the expertise they have gained in this unit. You will participate in a 2-hour exam held during the University Examination period. Important information about the exam will be made available on the unit iLearn page. You should also review the [MQ Exams website](#) for general tips. Deliverable: Formal exam Individual assessment

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Gain practical skills on evaluating data, information and literature to solve problems.
- Analyse aspects of sustainable development, such as the impacts of demographic changes on resources, consumption, and business decision making.

<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

Please see iLearn for details.

## Unit Schedule

Week	Topics	Assessments
1	Introduction to Business Demographics: Basic Demographic Measurements and Concepts	
2	Demographic Dimension of Business: Markets and Consumers	
3	Population Growth, Sustainability and Change of Markets	
4	Life Cycle of Consumers	
5	Analysing Census Data Using TableBuilder	
6	Market Segmentation and Income Distribution	<b>Assessment 1 due</b>
7	Market Segmentation: Age, Gender and Cohort Preferences	
	<i>Recess (15 April – 25 April 2025)</i>	
8	Demographics of Labour Force and Employment	

9	Business Locational Analysis and Planning	
10	Demographic Changes and Housing Demand	
11	Ageing and Demand for Aged Care	
12	Demographics of Emerging Markets of China and India	<b>Assessment 2 due</b>
13	Revision and Conclusion	

## 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/>

### 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/](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 2025.02 of the [Handbook](#)