



BUSA1000

Introduction to Data, Analytics and People

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

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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.

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 11.55pm. 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 submit an application for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Formal learning: Test	20%	No	03/04/2025
Formal and observed learning: Exam	40%	No	During exam period
Professional practice: Analytics for business priorities	40%	No	18/05/2025

Formal learning: Test

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 15 hours

Due: **03/04/2025**

Weighting: **20%**

The purpose of this assessment is for you to demonstrate your understanding and knowledge of key topics from the unit. You will participate in an online quiz. Feedback on your performance will help you assess your progress through the unit content. **Deliverable:** Test Individual assessment

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.

Formal and observed learning: Exam

Assessment Type ¹: Examination

Indicative Time on Task ²: 40 hours

Due: **During exam period**

Weighting: **40%**

The purpose of this assessment is for you to formally demonstrate the expertise you 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:

- 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.

Professional practice: Analytics for business priorities

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 30 hours

Due: **18/05/2025**

Weighting: **40%**

The purpose of this assessment is for you to develop expertise in using data analytics to support key business decisions and priorities. You will explore required business activities and enterprise systems needed to optimally support businesses **Skills in focus:** - Digital skills - Analytical skills - Critical thinking **Deliverable:** Written report and presentation Individual and Group assessment

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.

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

As per iLearn.

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 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 2025.02 of the [Handbook](#)