



MGMT321

Business Analytics Project

S2 Day 2016

Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Hume Winzar

hume.winzar@mq.edu.au

Credit points

3

Prerequisites

Admission to BBusAnalytics and 39cp including (MGMT320 and ISYS224)

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 in the Bachelor of Business Analytics and related programs. 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 partner's 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.

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:

Demonstrate knowledge of the use of information technology in supporting business processes

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

Assessment Tasks

Name	Weighting	Due
<u>Review of MGMT320 Reports</u>	20%	Week 5
<u>Individual Progress Report</u>	20%	Week 7
<u>Reflective Journal</u>	15%	Weeks 4 and 13
<u>Final Analytics Project Report</u>	45%	Weeks 11-13

Review of MGMT320 Reports

Due: **Week 5**

Weighting: **20%**

Students will produce a brief multimedia production (e.g. video/short film/animations, online presentation, etc).

The multimedia production comprises of a presentation by yourself covering the following topics:

- What you learned from your project report in MKTG320,
- Shortcomings in the report that, with the benefit of time and reflection, you would improve,
- How you would apply this in your future career.

This submission is due to be posted to iLearn by midnight on Friday of Week 5.

Late submission

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. For example, 25 hours late in submission = 20% (2 marks) penalty. This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Demonstrate knowledge of the use of information technology in supporting business processes
- Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.
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Individual Progress Report

Due: **Week 7**

Weighting: **20%**

Each member of the group will be allocated a phase of the Group Project and will provide a progress report on that particular phase.

The assignment acts as a progress report of the final project to demonstrate understanding of the relevant Phase of the Group Project and so that detailed feedback can be provided by tutors.

The individual progress report should be uploaded via iLearn Turnitin Assignments by midnight of Friday Week 7. .

For complete details of each phase, please see full description in 'Final Written Report' section that will be loaded on iLearn.

Extension/ Late Submission

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. For example, 25 hours late in submission – 20% (4 marks) penalty. This penalty does not apply for cases in which an application for disruption of studies is made and approved.

Extensions will only be granted in exceptional circumstances with prior approval from Unit Convenor, and on submission of a Disruption to Studies application.

On successful completion you will be able to:

- Demonstrate knowledge of the use of information technology in supporting business processes
- Enhance awareness of analytics' contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Reflective Journal

Due: **Weeks 4 and 13**

Weighting: **15%**

As part of evaluating the participative process, an individual reflective journal should be submitted in two stages: (1) early in the semester, before our industry engagement exercise, and then (2) after the group presentation and final group report has been submitted. The Reflective Journal is based on an evaluation of the student's personal evaluation and perception of their attributes and capabilities. This perception should draw on prior experiences, including university or other studies, paid employment or volunteer work, and from sport, hobbies and other interests.

The first submission is a self-assessment exercise to be submitted via iLearn by midnight Friday of Week 4. The pre-industry engagement self assessment exercise, being purely subjective, is not graded, nor will it be shared with others in the class. Based on that self assessment, students then complete the second submission: a post-activity audit of graduate capabilities and a 1000-word reflective journal report. The self-assessment post-industry engagement activity audit will not be marked, but will act as support for findings in the final report.

The final report provides analysis and reflections about the process of self-assessment that students have undertaken and analysis of the evidence gathered.

Complete details of the Reflective Journal are available in the course assignment guidelines.

Late Submission

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. For example, 25 hours late in submission – 20% (4 marks) penalty. This penalty does not apply for cases in which an application for disruption of studies is made and approved.

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Final Analytics Project Report

Due: **Weeks 11-13**

Weighting: **45%**

Students are required to complete a recommended marketing strategy of the Client Partner focusing on a particular analytics issue related to the organisation.

The analysis must demonstrate

1. clear understanding of the issues that are facing the organisation with respect to business problem and users and decision-makers; and
2. a willingness to explore appropriate and varying analytical strategies as developed in your training thus far; and
3. to be aware of ethical and social responsibility issues in the organisation

Note: Students will be required to complete a confidential assessment of their own contribution as well as the contribution of other members of the group to the report and presentation - a peer assessment.

Final Group Marketing Report (30%) 50% of this mark is for individual contribution

The final Group Marketing Report is due Friday of Week 12, uploaded via iLearn to Turnitin Assignments.

A separate individual “*Student Evaluation of Member Participation*” should be submitted via iLearn within a day of Final Group Report. Complete details of the Final Group Report are available on iLearn.

Late Submission

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. For example, 25 hours late in submission – 20% (6 marks) penalty. This penalty does not apply for cases in which an application for disruption of studies is made and approved. As a group report it is unlikely that any circumstances would justify that the group would be unable to submit on time, so an extension is unlikely to be granted.

Oral Presentation (15%) This is an Individual Mark

The oral presentation must demonstrate

1. group understanding of the predominant issues in the organisation related to the problem and
2. the potential to develop a suitable series of strategies solve the challenges of the Client Partner.

• Each student will be marked on his/her individual presentation as part of the overall Group Project presentation. **An individual mark will be allocated, not a total group mark.**

As this is a group report it is highly unlikely that any circumstances would justify an extension. Individual absence from the presentation will incur a mark of zero for this part of the assignment, unless there are exceptional individual circumstances or prior arrangement.

Late Submission

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. For example, 25 hours late in submission – 20% (6 marks) penalty. This penalty does not apply for cases in which an application for disruption of studies is made and approved. As a group report it is unlikely that any circumstances would justify that the group would be unable to submit on time, so an extension is unlikely to be granted.

On successful completion you will be able to:

- Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.
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Delivery and Resources

Classes

The unit is comprised of:

- 7 x 2 hour lecture/seminars in weeks 1 to 7.
- 6 x 2 hour consultation times in weeks 8 to 13.
- 12 tutorials in weeks 2 to 13.

- Students are required to form groups in Week 2 of semester.

With relatively small numbers in this class this session, we have some flexibility with our timetable. We shall meet at agreed times each week in the convenor's office, or the client's premises, as needed.

Group Work

Group work is an inherent requirement for completing this unit satisfactorily.

Unit Schedule

The following schedule is our currently planned order of proceedings.

Dates for client meetings may change.

Week	Lecture/ Seminar	Tutorial/ Workshop
1: August 1st	Introduction to Business Analytics Project Course Assessment & Overview	No tutorials in Week 1
2: August 8th	Overview of analytical Tools and Frameworks Review of learning activities from prerequisite, MGMT320	Formation of groups of 3 or 4 Discussion on Group Dynamics Overview of assessment, tutorials and consultations. Overview of business/marketing ethics and social responsibility.
3: August 15th	Update of <i>WeHelpen</i> data analysis.	Reflective Journal Overview
4: August 22nd	Client Partner Meeting	Reflective Journal Part A
5: August 29th	Client Partner Meeting	Learning Styles Review exercise Multimedia presentations due this week
6: September 5th	Translation of client problem into information needs.	Review of potential data analysis & reporting tools applicable to the problem.
7: September 12th	Formal guideline for project expectations	Review of information needs and skills/ training needed.

Mid Semester Break September 17th - 3rd October		
8: 3rd October	Client Partner Meeting	Discuss project progress, and review deliverables. Progress Reports due on iLearn
9: October 10th	Project Consultation Seminars	Draft report consultation
10: October 17th	Project Consultation Seminars	Draft report consultation
11: October 24th	Project Consultation Seminars	Draft report consultation
12: October 31st	Group Marketing Project Presentations	Final Group Report due on iLearn.
13: November 7th	Final Presentations to Corporate Partner	Group will make a 30 minute presentation (including questions) that highlights their findings and recommendations. Reflective Journal Part B on iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, 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 ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be

imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- 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

Assessment task

- Final Analytics Project Report

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- 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

Assessment tasks

- Review of MGMT320 Reports
- Individual Progress Report
- Final Analytics Project Report

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Demonstrate knowledge of the use of information technology in supporting business processes
- Demonstrate knowledge of data analysis techniques and apply various quantitative data analysis techniques to resolve the information needs of an organisation.

Assessment tasks

- Review of MGMT320 Reports
- Final Analytics Project Report

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Demonstrate knowledge of the use of information technology in supporting business processes
- 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

Assessment tasks

- Review of MGMT320 Reports
- Individual Progress Report
- Reflective Journal
- Final Analytics Project Report

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Demonstrate knowledge of the use of information technology in supporting business processes
- 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

Assessment tasks

- Individual Progress Report
- Final Analytics Project Report

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcome

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

Assessment tasks

- Review of MGMT320 Reports
- Individual Progress Report
- Reflective Journal
- Final Analytics Project Report

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

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

Assessment tasks

- Individual Progress Report
- Reflective Journal

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcome

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

Changes from Previous Offering

This is the first offering of this unit. As such, the contents may change as the needs of students and of the client emerge. Assessment, of course, does not change.

Global Contexts and Sustainability

- This unit enables students to understand the analytics problems from the perspectives of users and decision-makers in global business context in Internet era through the group project.
- Students are expected to attain higher level of awareness of sustainability by investigating the characteristics, organisational culture, profitability, potential, and variation of interest groups and understanding business's commitment to the protect stakeholder wellbeing, environmental and social benefits.

Research and Practice

- This unit uses research by Macquarie University researchers.
- This unit uses research from external sources.
- This unit gives you opportunities to conduct your own research and to refine your interest in Business Analytics or other contemporary business practices in different contexts.