Course Outline

Code: BUS101
Title: Business Analytics

School: Business
Teaching Session: Semester 2
Year: 2019
Course Coordinator: Dr Jenna Campton
Course Moderator: Associate Professor Timothy Lee

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description
This course aims to introduce you to business analytics as a foundational part of your business education. It covers elements of data discovery and collection, data quality, analysis and data sharing, and generalising data analytics results to wider business conclusions and decisions. It deploys IBM SPSS software, applied to a wide variety of business applications, including estimation and predictive analysis.

1.2 Field trips, WIL placements or activities required by professional accreditation
N/A

2. What level is this course?
100 level Introductory - Discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Normally associated with the first full-time year of an undergraduate program.

3. What is the unit value of this course?
12 units
4. How does this course contribute to my learning?

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment tasks</th>
<th>Graduate Qualities or Professional Standards mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this course, you should be able to:</td>
<td>You will be assessed on the learning outcomes in task/s: Completing these tasks successfully will contribute to:</td>
<td></td>
</tr>
<tr>
<td>Identify and use foundational research skills to solve business problems.</td>
<td>1 and 2</td>
<td>Empowered</td>
</tr>
<tr>
<td>Apply a qualitative research approach to solve business problems.</td>
<td>2</td>
<td>Empowered</td>
</tr>
<tr>
<td>Use academic literature to justify business solutions and recommendations.</td>
<td>2</td>
<td>Empowered</td>
</tr>
<tr>
<td>Apply, analyse and evaluate quantitative techniques for business analytics (descriptive, inferential and predictive statistics)</td>
<td>1 and 3</td>
<td>Empowered</td>
</tr>
<tr>
<td>Apply statistical tools and software to support business decision making.</td>
<td>3</td>
<td>Empowered</td>
</tr>
<tr>
<td>Articulate business outcomes and recommendations in a written mode.</td>
<td>1, 2 and 3</td>
<td>Engaged</td>
</tr>
</tbody>
</table>

5. Am I eligible to enrol in this course?
Refer to the USC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions
Nil

5.2 Pre-requisites
Nil

5.3 Co-requisites
Nil

5.4 Anti-requisites
Nil

5.5 Specific assumed prior knowledge and skills (where applicable)
N/A

6. How am I going to be assessed?

6.1 Grading scale
Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress
From weeks 1-6 students will be given mini-practice quizzes to assess their knowledge of the weekly content from the lectures and tutorials. Weeks 1-3 practice quizzes will help to study for the week 4 graded quiz. Weeks 4-6 will help study for the week 7 graded quiz. It is expected that students will use this feedback to help identify topics in which they need to further study.
### Assessment tasks

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Product</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration / length?</th>
<th>When should I submit?</th>
<th>Where should I submit it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Quiz/zes</td>
<td>Individual</td>
<td>25%</td>
<td>30 minutes each</td>
<td>Week 4 and 7</td>
<td>In Class</td>
</tr>
<tr>
<td>2</td>
<td>Report</td>
<td>Individual</td>
<td>30%</td>
<td>2,000 words</td>
<td>Week 10, Friday</td>
<td>Online Assignment Submission with Plagiarism check</td>
</tr>
<tr>
<td>3</td>
<td>Examination</td>
<td>Individual</td>
<td>45%</td>
<td>2 hours</td>
<td>Central examination period</td>
<td>Exam Venue</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Assessment 1: Quizzes

**Goal:** To demonstrate knowledge of the terminology used in business analytics, as well as the underlying concepts and techniques.

**Product:** Quiz/zes

**Format:** Students will complete two mini-quizzes based on information taught in the lectures, tutorial information/activities, and textbook readings. These mini-quizzes will be conducted in your tutorial time, within a 30-minute time limit.

The purpose of this task is for you to acquire knowledge of the concepts and techniques which you will apply to particular business situations and data sets in subsequent assessments.

Each quiz is worth 12.5% each for a total of 25%.

**Criteria:**
- Identification and use foundational research skills to solve business problems
- Comprehension, application and communication of appropriate statistical techniques and methodology

#### Assessment Task 2: Qualitative Report

**Goal:** To use a qualitative research solution to solve a business problem and to produce a deliverable outcome of a business report.

**Product:** Report

**Format:** This is an individual assessment.

Students will be given a business problem description.

The assessment will report: the relevant academic literature (mini-literature review), the business problem, the qualitative analysis used to solve the problems. This is followed by a discussion of the results and recommendations for the business problem/s based on the analysis and relevant academic literature.

**Criteria:**
- Identification and application of academic literature
- Communication of business solutions and outcomes
- Accuracy of research results
Assessment Task 3: Final examination

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To obtain a comprehensive view of business analytics in terms of definitions and concepts, techniques, data interpretation and analysis, and solving data-driven business problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product:</td>
<td>Examination</td>
</tr>
<tr>
<td>Format:</td>
<td>This is an individual assessment. A two-hour final examination will be held in the examination period and will consist of a set of questions to test concepts, as well as data analyses using SPSS output.</td>
</tr>
<tr>
<td>Criteria:</td>
<td>• Analysis of business problems and selection of the most appropriate solution/s&lt;br&gt;• Application of acquired knowledge regarding statistical techniques to the business problems&lt;br&gt;• Evaluation of information through the use of SPSS output to report business conclusions</td>
</tr>
</tbody>
</table>

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

<table>
<thead>
<tr>
<th>Location:</th>
<th>Directed study hours for location:</th>
</tr>
</thead>
<tbody>
<tr>
<td>oncampus</td>
<td>Lecture (1 hour)&lt;br&gt;Tutorial (2 hours)</td>
</tr>
</tbody>
</table>

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below as they are required:

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
</table>

Note. The library does have access to this resource.

8.2 Specific requirements

No specific requirements.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University’s general health and safety principles by reviewing the online Health Safety and Wellbeing training module for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.
Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

a) The final mark is in the percentage range 47% to 49.4%
b) The course is graded using the Standard Grading scale
c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task’s identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task’s identified value) for the third day
- 20% (of the assessment task’s identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:
http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching
### 10.6 General Enquiries

**In person:**
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890  
**Email:** studentcentral@usc.edu.au

### Appendix 1 Course content

<table>
<thead>
<tr>
<th>Week # / Module #</th>
<th>What key concepts/content will I learn?</th>
<th>Directed Study Activities: teaching components</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The role of business analytics/research and information management in business</td>
<td>Lecture</td>
</tr>
<tr>
<td>2</td>
<td>Theory building, the business research process, and ethics</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>3</td>
<td>Business problem definition and process: Introduction to unit of analysis (types of variables) and the research proposal</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>4</td>
<td>The application of theory to business problems</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>5</td>
<td>Introduction to research methods for primary data: Qualitative research: Orientations and techniques</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>6</td>
<td>Introduction to Research methods for primary and Secondary data; An introduction Survey research</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>7</td>
<td>Research methods for primary data: Observation and Experimental research</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>8</td>
<td>Measurement concepts and sampling: Scaling, validity and reliability, measuring attitudes, questionnaire design</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>9</td>
<td>Data analysis: Descriptive analysis (central tendency, variation, and data visualisation)</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>10</td>
<td>Data analysis: Univariate statistics (distributions, CI’s, chi-square)</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>11</td>
<td>Data analysis: Bivariate statistics (T-tests, ANOVA)</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>12</td>
<td>Data analysis: Bivariate statistical measures of association (correlation and regression)</td>
<td>Lecture, Tutorial</td>
</tr>
<tr>
<td>13</td>
<td>Review week</td>
<td>Lecture</td>
</tr>
</tbody>
</table>

Please note that the course activities may be subject to variation.

**Mid Semester Break:**  
30th September 2019-6th October 2019 (Between Week 10 and Week 11)

**Public Holidays:**  
Queen's Birthday- Monday 7th October (Week11)