



COURSE OUTLINE

DIG202 Bringing Data to Life

Course Coordinator: Anne Ozdowska (aozdowsk@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 2

USC Moreton Bay

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

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

Data is a critical asset of any organisation, yet many people within organisations are unaware of how to effectively manage data. By taking this course you will be ahead of the game with skills in data driven problem solving. You will learn how to ensure that the right data is created, collected, strategically managed, shared, utilised and protected in ways which deliver competitive advantage. In this course, you will focus on important topics for the contemporary organisation such as the data lifecycle, master data management, protecting data and gaining maximum value from data.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

- Importance of data in business
- Data collection
- Storing data
- Types of data
- Cleaning data
- Exploring data
- Visualising data
- Visualising data with dashboards
- Data handling ethics
- Data governance
- Data architecture
- Data storage and operations

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Analyse problems and formulate solutions for businesses using skills in data visualisation and reporting.	Creative and critical thinker
2 Understanding of relevant business policies used for data within a business context.	Knowledgeable
3 Interrogate business data to provide appropriate reporting in a business decision context.	Knowledgeable Creative and critical thinker
4 Apply effective written and digital communication skills in a business context.	Engaged
5 Reflect upon, evaluate and justify the importance of ethical and sustainable approaches to data generation and use, such as creating a digital dashboard.	Ethical Sustainability-focussed

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. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback will be provided through completion of weekly activities in workshops in addition to the feedback provided through weekly discussion topics that will be available on Blackboard. Furthermore, feedback on each assessment will be provided which will be used to help with the following assessment.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Quiz/zes	Individual	20%	60 min	Week 5	Online Test (Quiz)
All	2	Artefact - Technical and Scientific, and Written Piece	Individual	40%	1500 words	Week 9	Online Assignment Submission with plagiarism check
All	3	Artefact - Professional, and Written Piece	Individual	40%	1500 words	Exam Period	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Practical skills Quiz

GOAL:	Interrogate data from a given dataset based on business problems.													
PRODUCT:	Quiz/zes													
FORMAT:	This is an individual task. You will answer a series of questions by interrogating business data.													
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Analysis of problem and identification of requirements</td> <td>1</td> </tr> <tr> <td>2</td> <td>Interrogation of business data.</td> <td>3</td> </tr> <tr> <td>3</td> <td>Application of the relevant tools used to interrogate data.</td> <td>1</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Analysis of problem and identification of requirements	1	2	Interrogation of business data.	3	3	Application of the relevant tools used to interrogate data.	1	
No.		Learning Outcome assessed												
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All - Assessment Task 2: Digital Dashboard

GOAL:	Use of data visualisation tools to create a digital dashboard for an organisation or case.																			
PRODUCT:	Artefact - Technical and Scientific, and Written Piece																			
FORMAT:	This is an individual task. You are required to submit a digital dashboard using data from a business (a business of your choice or one given to you) and a report detailing the justification and reflection of the artefact created.																			
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Creation of a digital dashboard solution.</td> <td>1</td> </tr> <tr> <td>2</td> <td>Application of relevant data visualisation tools.</td> <td>1 3</td> </tr> <tr> <td>3</td> <td>Written communication skills in a business context.</td> <td>4</td> </tr> <tr> <td>4</td> <td>Evaluation of ethical and sustainable approaches to data generation and use.</td> <td>5</td> </tr> <tr> <td>5</td> <td>Reflect and justify decisions used in creating the digital dashboard.</td> <td>2 5</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Creation of a digital dashboard solution.	1	2	Application of relevant data visualisation tools.	1 3	3	Written communication skills in a business context.	4	4	Evaluation of ethical and sustainable approaches to data generation and use.	5	5	Reflect and justify decisions used in creating the digital dashboard.	2 5	
No.		Learning Outcome assessed																		
1	Creation of a digital dashboard solution.	1																		
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3	Written communication skills in a business context.	4																		
4	Evaluation of ethical and sustainable approaches to data generation and use.	5																		
5	Reflect and justify decisions used in creating the digital dashboard.	2 5																		

All - Assessment Task 3: Business Data Policies and Use Cases

GOAL:	Consider the use of a data focused policy for a business.	
PRODUCT:	Artefact - Professional, and Written Piece	
FORMAT:	This is an individual task. You will investigate a data focused policy for a business. You will explore the data that the business collects and examine how this policy might impact on the way the business uses, stores and governs its data.	

CRITERIA:	No.	Learning Outcome assessed
	1	Analysis of the data usage in an existing small/medium business 1
	2	Application of knowledge of business data policies. 2
	3	Communication skills in a business context. 4

7. Directed study hours

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.

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

Please note: 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. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	S. Christian Albright & Wayne L. Winston	2020	Business Analytics Data Analysis and Decision Making	Cengage
Recommended	Data Management Association, Deborah Henderson, Susan Earley	2017	DAMA-DMBOK	DAMA International

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

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 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

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. 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>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **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

