



## COURSE OUTLINE

# EMB781 Managerial Business Analytics

**Course Coordinator:** Jenna Campton (jcampton@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Session 2

USC Sunshine Coast

**ON CAMPUS**

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

*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

Business Analytics (BA) involves analysing data in order to gain insight into existing performance and to assist in future planning. This course is designed to provide managers with an understanding of business analytics and its underlying statistical methodologies. The course will use SPSS statistical software applied to a wide variety of business applications, including estimation and predictive analytics.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>ON CAMPUS LOCATIONS</b>			
<b>Tutorial/Workshop</b>	2hrs	Not applicable	Not Yet Determined

### 1.3. Course Topics

The role of business analytics and the business research process: from problem definition to methodology.

Fundamentals of statistical thinking – sampling, measurement, and hypothesis testing.

Descriptive analytics - central tendency, variation and data visualisation.

Prescriptive analytics and predictive analytics – to solve business problems.

## 2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

## 3. What is the unit value of this course?

6 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	Understand the principles of business analytics and its relation to business intelligence; and applied statistical terminology and techniques.	Creative and critical thinker Ethical
2	Determine the relevant aspects of a BA initiative within a presented context.	Creative and critical thinker Sustainability-focused
3	Evaluate the opportunities and gaps of a BA initiative within a specified case (as determined by the student).	Knowledgeable Creative and critical thinker Ethical
4	Apply computer technology in the solution of business analytics problems.	Empowered

## 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

Enrolled in BU791

### 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

Students will be given mini-practice quizzes to assess their knowledge of the content from the workshops. It is expected that students will use this feedback to help identify topics in which they need to further study. Task 1 will build into Task 2. Task 1 is the front end of a business report which will then present analysis and results in Task 2.

Early feedback on Task 1 will help students improve this section before submission of Task 2.

### 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	Report	Individual	30%	1,000 words		Online Assignment Submission with plagiarism check
All	2	Report	Individual	70%	2,000 words		Online Assignment Submission with plagiarism check

### All - Assessment Task 1: Business Analytics Report

<b>GOAL:</b>	To demonstrate understanding of the business research process																
<b>PRODUCT:</b>	Report																
<b>FORMAT:</b>	<p>You can either use your own business problem which links to a dataset you will use for Task 2 or you will be given a business case for Task 1 and a dataset to use for Task 2.</p> <p>The assessment will report the business problem and research questions as informed by a mini literature review. You will prepare the first part of the report on the business problem, managerial decision statement, and research question/s. The business problem will inform a short literature review and theoretical framework, before ending with the guiding research question.</p> <p>The format of the report will comprise of:</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Business problem definition</li> <li>• Literature review and research questions</li> </ul>																
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstration of understanding of the business research process</td> <td></td> </tr> <tr> <td>2</td> <td>Use of theory as a framework for analysis</td> <td></td> </tr> <tr> <td>3</td> <td>Communication and professional presentation of business report</td> <td></td> </tr> <tr> <td>4</td> <td>Assessment criteria are mapped to the course learning outcomes.</td> <td>1 2 3 4</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Demonstration of understanding of the business research process		2	Use of theory as a framework for analysis		3	Communication and professional presentation of business report		4	Assessment criteria are mapped to the course learning outcomes.	1 2 3 4	
No.		Learning Outcome assessed															
1	Demonstration of understanding of the business research process																
2	Use of theory as a framework for analysis																
3	Communication and professional presentation of business report																
4	Assessment criteria are mapped to the course learning outcomes.	1 2 3 4															

### All - Assessment Task 2: Business Analytics Report

<b>GOAL:</b>	To undertake a business analytics approach to solve a set of business problems that require the use of appropriately selected business analytics approaches.																			
<b>PRODUCT:</b>	Report																			
<b>FORMAT:</b>	<p>This is an individual assessment.</p> <p>Students can choose to use their own data which links to Task 1 or will be given a dataset. The report will cover the business problem, and business analytics tools selected to solve the selected problem(s). This is followed by a technical analysis and discussion of practical results.</p> <p>The format of the report will comprise of:</p> <ul style="list-style-type: none"> <li>• Executive summary</li> <li>• Introduction</li> <li>• Problem definition and business intelligence required</li> <li>• Literature review</li> <li>• Results</li> <li>• Discussion</li> </ul>																			
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstration of understanding of the business research process</td> <td></td> </tr> <tr> <td>2</td> <td>Use of theory as a framework for analysis</td> <td></td> </tr> <tr> <td>3</td> <td>Appropriate selection and interpretation of business analytics</td> <td></td> </tr> <tr> <td>4</td> <td>Informed recommendations based on analysis and literature/theory</td> <td></td> </tr> <tr> <td>5</td> <td>Communication and professional presentation of business report</td> <td></td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Demonstration of understanding of the business research process		2	Use of theory as a framework for analysis		3	Appropriate selection and interpretation of business analytics		4	Informed recommendations based on analysis and literature/theory		5	Communication and professional presentation of business report		
No.		Learning Outcome assessed																		
1	Demonstration of understanding of the business research process																			
2	Use of theory as a framework for analysis																			
3	Appropriate selection and interpretation of business analytics																			
4	Informed recommendations based on analysis and literature/theory																			
5	Communication and professional presentation of business report																			

## 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

There are no required/recommended resources for this course.

### 8.2. Specific requirements

Please bring a laptop

## 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 may 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 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](mailto: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](mailto: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](mailto: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](mailto:studentcentral@usc.edu.au)