



## 1. General Course Information

### 1.1 Course Details

<b>Course Code:</b>	<b>1305AFE</b>
<b>Course Name:</b>	<b>Business Data Analysis</b>
<b>Trimester:</b>	<b>Trimester 1, 2020</b>
<b>Program:</b>	Associate Degree in Commerce & Business
	Diploma of Commerce
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Zareen Raza
<b>Document modified:</b>	30 January 2020

### Course Description

Business Data Analysis is a 10 Credit Point course within the Diploma of Commerce (DC). The course is situated within the first trimester of the DC program.

Business Data Analysis introduces students to the core concepts of statistical analysis. It is introductory in nature and provides materials across a broad range of statistical techniques and methods. The focus of this course is to provide students with the ability to recognise situations in which statistical analysis may be useful, and the relevant techniques and methods that apply in those situations

### Assumed Knowledge

There is no assumed prior knowledge for students in this course.

### 1.2 Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

Name	Email
Zareen Raza	<a href="mailto:zareen.raza@staff.griffithcollege.edu.au">zareen.raza@staff.griffithcollege.edu.au</a>
Rebecca Fox	<a href="mailto:rebecca.fox@staff.griffithcollege.edu.au">rebecca.fox@staff.griffithcollege.edu.au</a>

### 1.3 Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the "Support and Services/Teacher Consultation Times" link.

### 1.4 Timetable

Your timetable is available on the Griffith College Portal at Class Timetable in Student and Services.

### 1.5 Technical Specifications

All students must have access to a computer or suitable mobile device.

## 2. Aims, Outcomes & Generic Skills

### 2.1 Course Aims

This course is designed to provide students with the basic statistical techniques needed for the study of their discipline. It aims to provide recognition where statistical analysis may be of benefit and introduce the range of methods that may apply to a given situation using real world examples.

### 2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. Recognise situations where statistical analysis using different types of data would be of benefit
2. Summarise statistical information graphically or numerically to support data interpretation and analysis.
3. Analyse data appropriately through a range of methods to make inferences about business problems.
4. Use Excel as a statistical tool to perform basic statistical data analysis and interpret the output.

### 2.3 Generic skills

For further details on the Generic Skills please refer to the Graduate Generic Skills and Capabilities policy.

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

<b>Generic Skills</b>	<b>Taught</b>	<b>Practised</b>	<b>Assessed</b>
Knowledge and skills with critical judgement	Yes	Yes	Yes
Communication and collaboration skills		Yes	Yes
Self-directed and active learning skills		Yes	Yes
Creative and future thinking skills	Yes	Yes	Yes
Social responsibility and ethical awareness		Yes	
Cultural competence and awareness in a culturally diverse environment		Yes	

### **Additional Course Generic Skills**

Specific Skills	Taught	Practised	Assessed
Data Analysis	Yes	Yes	Yes
Spreadsheet Programming	Yes	Yes	Yes

## **3. Learning Resources**

### **3.1 Required Resources**

1. Selvanathan, E.A., Selvanathan, S., Keller, G., (2017). *Business Statistics, Abridged Australia New Zealand* (7th ed.). Cengage Learning. [Herein after referred to as BS]
2. Selvanathan, S., Selvanathan, E.A. and Selvanathan, P (2014). *Learning Statistics and Excel in Tandem - with Excel 2010* (4th ed.). Cengage Learning. [Herein after referred to as LSE]
3. A non-programmable scientific calculator (preferred model: CASIO fx series).

### **3.2 Recommended Resources**

Details of additional recommended resources will be made available on the Course portal.

### **3.3 College Support Services and Learning Resources**

The College provides many facilities and support services to assist students in their studies. Links to information about College support resources that are available to students are included below for easy reference.

[Digital Library](#) – Databases to which Griffith College students have access to through the Griffith Library Databases.

MyStudy – there is a dedicated website for this course via MyStudy on the Griffith College Portal.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of breaches of academic integrity, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

Services and Support provides a range of services to support students throughout their studies including personal support such as Counselling; Academic support; and Welfare support.

Jobs and Employment in the [Student Hub](#) can assist students with career direction, resume and interview preparation, job search tips, and more.

[IT Support](#) provides details of accessing support, information on s numbers and internet access and computer lab rules.

### **3.4 Other Learning Information**

#### **Attendance**

You are expected to attend all lectures and tutorials and to actively engage in learning during these sessions. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you may BYOD (bring your own device) to class such as a laptop or tablet. This is not a requirement as computer lab facilities are available on campus, however, the use of such devices in the classroom is encouraged with appropriate and considerate use principles being a priority.

## **Preparation and Participation in Class**

In order to enhance learning, prepare before lectures and tutorials. Read the relevant section of your text book before a lecture, and for a tutorial read both the textbook and the relevant lecture notes. If you have been given tutorial exercises, make sure you complete them. Active participation in lectures and tutorials will improve your learning. Ask questions when something is unclear or when you want to bring some issue to your lecturer or tutor's attention; respond to questions to test your knowledge and engage in discussion to help yourself and others learn.

## **Consultation Sessions**

Teachers offer extra time each week to assist students outside the classroom. This is known as 'consultation time.' You may seek assistance from your teacher on email or in person according to how the teacher has explained this to the class. Attendance during consultation time is optional but you are encouraged to use this extra help to improve your learning outcomes.

## **Course Materials**

Lecture notes will be made available to you in MyStudy on the Griffith College Portal and you are advised to either print these out and bring them to each class so that extra notes can be added or BYOD (bring your own device) and add extra notes digitally.

## **Self-Directed Learning**

You will be expected to learn independently. This means you must organise and learn the course content even when you are not specifically asked to do so by your lecturer or tutor. This involves revising the weekly course material. It also means you will need to find additional information for some assessment items beyond that given to you in textbooks and lecture notes, and to construct your own response to a question or topic. All of this requires careful planning of your time. Expect to spend, on average, at least 10 hours per week including class time for each of your courses.

## **Program Progression**

You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 [please see Griffith College Policy Library - Program Progression Policy - for more information].

## **Teacher and course Evaluation**

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations via Griffith College's evaluation tool whenever these are available.

## 4. Learning and Teaching Activities

### 4.1 Weekly Learning Activities

Week	Topic	Activity	Readings	Learning Outcomes
1	Introduction to Statistics & Graphical Descriptive Methods	Lecture	<i>BS: Chapter 1, Chapter 2 - sections 2.1 and 2.5 only, Chapter 3 - omit section 3.4, and Chapter 4 - sections 4.1, 4.2 and 4.4 only</i>	1,2
		Tutorial	<i>Overview of course. Portal overview</i>	
		Workshop	<i>Basic overview of Excel</i>	
2	Numerical Descriptive Measures	Lecture	<i>BS: Chapter 5 - omit "box plots" in section 5.3 and omit section 5.5</i>	1,2,4
		Tutorial	<i>BS Exercises: 1.1, 1.2, 2.4, 2.5, 3.3, 3.4, 4.5(excluding part (a)), 4.26, 4.36</i>	
		Workshop	<i>LSE: Chapter 2</i>	
3	Continuous Probability Distributions, Normal and Standard Normal Distributions.	Lecture	<i>BS: Chapter 8 - section 8.3 only</i>	2,4
		Tutorial	<i>BS Exercises: 5.2, 5.6, 5.26, 5.34, 5.53, 5.54</i>	
		Workshop	<i>LSE: Chapter 3 - Examples 3.3, 3.4, 3.1 and 3.2</i>	
4	Introduction to Statistical Inference and Sampling Distributions	Lecture	<i>BS: Chapter 9</i>	1,3
		Tutorial	<b>EXAM 1 during the tutorial hour</b>	
		Workshop	<i>BS Exercises: 8.9, 8.10, 8.12, 8.14, 8.16, 8.18(a only), 8.49</i>	
5	Confidence Interval Estimation	Lecture	<i>BS: Chapter 10</i>	1,3,4
		Tutorial	<i>BS Exercises: 9.2, 9.3, 9.4, 9.13(a and c only), 9.18</i>	
		Workshop	<i>LSE: Chapter 4 - Example 4.1</i>	
6	Mid Exam Revision Lecture	Lecture	<i>Practice Exam Paper</i>	1,2,3,4
		Tutorial	<i>BS Exercises: 10.3, 10.6, 10.7, 10.8, 10.18, 10.49, 10.51, 10.59, 10.64, 10.73, 10.75, 10.76</i>	
		Workshop	<i>Tutorial and Revision continued</i>	
7	Hypothesis Testing (critical value method)	Lecture	<i>BS: Chapter 12 - omit section 12.5</i>	1,3,4
	Hypothesis Testing (p-value method)	Tutorial	<i>BS: Chapter 12 - omit section 12.5</i>	
		Workshop	<i>LSE Chapter 7 - Example 7.1 <b>Exam 2 (Mid Exam) to be conducted in Week 7</b></i>	

8	Correlation, Simple Linear Regression (Part 1)	Lecture	<i>BS: Chapter 15 - omit section 15.7</i>	1,3,4
		Tutorial	<i>BS Exercises: 12.1, then, using critical value method, 12.4, 12.5, 12.6, 12.11, 12.14, 12.47, 12.48, 12.73, 12.78</i>	
		Workshop	<i>LSE Chapter 9 - Examples 9.1 and 9.2; Chapter 11 – Examples 11.1 and 11.3</i>	
9	Correlation, Simple Linear Regression (part 2)	Lecture	<i>BS: Chapter 15 - omit section 15.7; Notes published on portal</i>	1,3,4
		Tutorial	<i>BS Exercises: using p-value method 12.27, 12.11, 12.14, 12.73, 12.78</i>	
		Workshop	<i>LSE: Chapter 15 – Example 15.1</i>	
10	Correlation Simple Linear Regression (Part 3)	Lecture	<i>Example published on portal</i>	1,3,4
		Tutorial	<i>Revision for Computer Exam</i>	
		Workshop		
11	Index Numbers	Lecture	<i>BS: Chapter 18 - omit sections 18.4 and 18.5</i>	1,2
		Tutorial	<i>BS Exercises: 15.12, 15.13, 15.34, 15.35</i>	
		Workshop	<b>COMPUTING EXAM</b>	
12	Revision for Final Exam	Lecture	<i>Practice Questions for Final Exam</i>	1,2,3
		Tutorial	<i>Revision Continued and</i>	
		Workshop	<i>BS Exercises: 18.3, 18.9</i>	

## 5. Assessment Plan

### 5.1 Assessment Summary

Item	Assessment Task	Weighting	Learning Outcomes	Due Date
1	Exam 1	10%	1,2	Week 4
2	Mid-Trimester Exam	25%	1,2,3	Week 7
3	Computing Exam	20%	1,2,3,4	Week 11
4	Final Examination	45%	1,2,3	Exam Period

### 5.2 Assessment Detail

1. Exam 1 will be held in week 4 during your scheduled tutorial time. Exam 1 consists of multiple choice and short answer questions that are to be solved manually using a calculator. Exam 1 is worth 10% of the assessment of the course and examines materials taught in lectures weeks 1 and 2.

2. Mid Trimester Exam will be held in Week 7 (time and venue to be advised by your lecturer in week 5). It consists of both multiple-choice and short answer questions covering the materials taught in lectures from weeks 3 to 5 inclusively. The mid- trimester exam is worth 25% of the assessment of the subject. The exam involves both theoretical and calculation questions.

3. The computing exam will be held in week 11 during your scheduled workshop time. It consists of a number of short answer questions involving calculations and interpretations that are to be solved using Excel. All materials covered during the computing workshops are examinable. The computing exam is worth 20% of the assessment of the course.

4. The final exam consists of a number of multiple-choice and practical short answer questions. To be successful in this exam, you need to have a solid understanding of all topics covered in the course. The exam however will mainly examine lecture materials taught in weeks 6 to 11 inclusively. The final exam is worth 45% of the assessment of the course. The exam will involve theoretical, interpretation and calculation questions.

NOTE: To obtain a minimum pass grade for the course you will have to achieve an overall combined result from **all** assessments of 50%

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### 5.3 Late Submission

An assessment item submitted after the due date, without an approved extension from the Course Coordinator, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the maximum mark applicable for the assessment item, for each working day or part working day that the item is late. Assessment items submitted more than five working days after the due date are awarded zero marks.

Please refer to the Griffith College website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

## 5.4 Other Assessment Information

### Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

### Requests for extension

To apply for an extension of time for an assignment, you must submit an [Application for Extension of Assignment](#) form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. [Griffith College Student Medical Certificate](#)]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

### Return of Assessment Items

1. Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).
2. Students will be advised of their final grade through the Student Portal. Students can review their exam papers after student grades have been published (see relevant Griffith College Fact Sheet for allocated times at Support> Factsheets). Review of exam papers will not be permitted after the final date to enrol.
3. Marks for **all** assessment items including the final exam (if applicable) will be recorded in the Moodle Course Site and made available to students through the Moodle Course Site.

*The sum of your marks overall assessment items in this course does not necessarily imply your final grade for the course. Standard grade cut off scores can be varied for particular courses, so you need to wait for the official release of grades to be sure of your grade for this course.*

## 6. Policies & Guidelines

Griffith College assessment-related policies can be found in the [Griffith College Policy Library](#) which include the following policies:

Assessment Policy, Special Consideration, Deferred Assessment, Alternate Exam Sitting, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed using the 'Document Search' feature within the [Policy Library](#)

**Academic Integrity** Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

In the case of an allegation of a breach of academic integrity being made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

Please ensure that you are familiar with the Griffith College Academic Integrity Policy; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Griffith College website - Policy Library > Academic Integrity Policy

### **Reasonable Adjustments for Assessment – The Disability Services policy**

The Disability Services policy (accessed using the Document Search' feature with the [Policy Library](#)) outlines the principles and processes that guide the College in making reasonable adjustments to assessment for students with disabilities while maintaining academic robustness of its programs.

### **Risk Assessment Statement**

There are no out of the ordinary risks associated with this course.

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