



1. General Course Information

1.1 Course Details

Course Code:	1305AFE
Course Name:	Business Data Analysis
Trimester:	Trimester 2, 2020
Program:	Diploma of Commerce
Credit Points:	10
Course Coordinator:	Zareen Raza
Document modified:	26 May 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	zareen.raza@staff.griffithcollege.edu.au

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 found on the Moodle course site.

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 variables and types of data would be of benefit
- 2 Summarise statistical information graphically or numerically to support data interpretation and analysis.
- 3 Explain how probability and sampling are used as a basis of making inferences about business problems.
- 4 Analyse data appropriately through a range of methods to make inferences about business problems



2.3 Generic Skills and Capabilities

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:

Generic Skills and Capabilities		Taught	Practised	Assessed
Acquisition of discipline knowledge and skills with critical judgement		✓	✓	✓
Communication and collaboration		✓	✓	✓
Self-directed and active learning		✓	✓	✓
Creative and future thinking		✓	✓	
Social responsibility and ethical awareness		✓	✓	
Cultural competence and awareness in a culturally diverse environment			✓	



3. Learning Resources

3.1 Required Learning 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]

You can buy this text from the Griffith Bookshop or Etext from Cengage.

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 Learning Resources

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

Griffith University Library Proxy - As a Griffith College Student, you can access the following databases:

- [Ebook Central \(ProQuest\) \(EBL and ebrary\)](#)
- [EBSCOhost](#)
- [JSTOR](#)
- [Ovid](#)
- [ProQuest](#)
- [Taylor & Francis Online](#)
- [Wiley Online Library](#)

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 academic advice and assignment help from Student Learning Advisors, and personal and welfare support from Student Counsellors.

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 Information about your Learning

Attendance

You are expected to actively engage in all learning experiences and learning activities which underpin the learning content in this course. You are expected to engage with the learning content and learning activities outside of timetabled class times. This requires you to be an active agent of your learning. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you are encouraged to 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 Learning

In order to enhance your learning, you need to prepare before participating in the learning experiences. Absorb the learning content and complete the learning activities that are provided online before you attend the scheduled learning experiences. Make sure you complete the learning activities set each week, they are designed to support your learning. Active participation in your learning will enhance your success. 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 Learning Materials

Learning materials are made available to you in MyStudy on the Griffith College Portal. The learning materials are arranged in Modules. In each Module you will find the learning content, learning activities and learning experiences. Actively working your way through these course learning materials together with your lecturer or tutor will prepare you to succeed when completing the evidence of learning (assessment).

Self-Directed Learning

You will be expected to learn independently. This means you must organise and engage with the course learning content even when you are not specifically asked to do so by your lecturer or tutor. The weekly guide will be helpful to organise your learning. This involves revising the weekly course learning material and completing the learning activities. It also means you will need to find additional information to evidence your learning (assessment) beyond that given to you, 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 Content, Learning Activities and Learning Experiences

4.1 Modules for Learning and Weekly Learning Content, Learning Activities and Learning Experience

	Learning Content 	Learning activities 	Learning experiences 	Evidence of learning 	Learning outcome 
Module 1: Introduction to Statistics and Descriptive Statistics					
1	Introduction to Statistics and Graphical Methods 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	Watch lecture clips eWorkbook Lec.1 demo lecture activities Textbook Ch.1,2,3,4 homework activities Forum participation	Course introduction In-class practical activities Introduction to Excel	Weekly Homework Quiz 1	1,2
2	Numerical Descriptive Measures BS: Chapter 5 - omit "box plots" in section 5.3 and omit section 5.5	Watch lecture clips eWorkbook Lec.2 demo lecture activities Textbook Ch.5 homework activities Excel activities Forum participation	Textbook Ch.1,2,3,4 homework activities In-class practical activities Excel practice activities	Weekly Homework Quiz 2	1,2
Module 2: Probability and Sampling					
3	Continuous Normal Probability Chapter 8 - section 8.3 only	Watch lecture clips eWorkbook Lec.3 demo lecture activities Textbook Ch.8 homework activities Forum participation	Textbook Ch.5 homework activities In-class practical activities Excel practice activities	Weekly Homework Quiz 3 Exam 1 – Conducted at the end of this week (10%)	1,3
4	Introduction to Statistical Inference and Sampling Distribution Chapter 9	Watch lecture clips eWorkbook Lec.4 demo lecture activities Textbook Ch.9 homework activities Excel activities Forum participation	Textbook Ch.8 homework activities In-class practical activities Excel practice activities	Weekly Homework Quiz 4	1,3
5	Confidence Interval Estimation Chapter 10	Watch lecture clips eWorkbook Lec.5 demo lecture activities Textbook Ch.10 homework activities Excel activities Forum participation	Textbook Ch.9 homework activities In-class practical activities Excel practice activities	Weekly Homework Quiz 5	1,3
6	Revision for Mid Exam	Watch lecture clips eWorkbook mid exam revision activities Forum participation	Textbook Ch.10 homework activities In-class practical activities Mid exam revision activities	Weekly Homework Quiz 6	1,3

Module 3: Applied Inferential Statistics					
7	Hypothesis Testing – Critical Value Method Chapter 12	Watch lecture clips eWorkbook Lec.7 demo lecture activities Textbook Ch.12 homework activities Excel activities Forum participation	Mid exam revision activities Excel practice activities	No Homework Quiz this week Mid Trimester Exam Quiz – This week (25%)	1,4
8	Hypothesis Testing – P-Value Method Chapter 12	Watch lecture clips eWorkbook Lec.8 demo lecture activities Textbook Ch.12 homework activities Excel activities Forum participation	Textbook Ch.12 (Crit VI) homework activities In-class practical activities Excel practice activities	Weekly Homework Quiz 7	1,4
9	Correlation Chapter 15	Watch lecture clips eWorkbook Lec.9 demo lecture activities Textbook Ch.15 homework activities Excel activities Forum participation	Textbook Ch.12 (P-VI) homework activities In-class practical activities Excel practice activities	Weekly Homework Quiz 8	1,4
10	Simple Linear Regression Chapter 15	Watch lecture clips eWorkbook Lec.10 demo lecture activities Textbook Ch.15 homework activities Excel activities and excel assignment prep Forum participation	Textbook Ch.15 homework activities In-class practical activities Excel Assignment Prep	Weekly Homework Quiz 9	1,4
11	Correlation and Simple Linear Regression Chapter 15	Watch lecture clips eWorkbook Lec.11 demo lecture activities Textbook Ch.15 homework activities Complete excel assignment Forum participation	Textbook Ch.15 homework activities In-class practical activities Excel Assignment	Weekly Homework Quiz 10 Computer Assignment – Due end of this week (25%)	1,4
12	Revision for Final Exam	Watch lecture clips eWorkbook final exam revision activities Forum participation	Final exam revision activities		1,4



5. Evidence of Learning (Assessment Plan)

5.1 Evidence of Learning Summary

	 Evidence of learning	 Weighting	 Learning outcome	 Due Date
1	Exam 1	10%	1,2	End of Week 3
2	Mid Trimester Exam – Moodle Quiz	25%	1,3	End of Week 7
3	Excel Computer Assignment	25%	1,2,3,4	End of Week 11
4	Final Exam – Moodle Quiz	40%	1,4	Exam Period

5.2 Evidence of Learning Task Detail

(1) Exam 1 will be held online in week 3. 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 Online Exam will be held in Week 7. 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 excel computing assignment will be held due at the end of week 11. It consists of a number of short answer questions involving calculations and interpretations that are to be solved using Excel. The computer assignment will cover all materials covered during the computing workshops. The computing assignment 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. The final exam will be a Moodle Online Quiz. 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 7 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%.

5.3 Late Submission

An evidence of learning (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. Evidence of learning 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 Information about Evidence of Learning

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 evidence of learning item, 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 Evidence of Learning Items

1. Marks awarded for in-trimester evidence of learning 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 evidence of learning 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 final exam papers after student grades have been published. Review of final exam papers will not be permitted after the final date to enrol.
3. Marks for **all** evidence of learning 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 of evidence of learning 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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