

## In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# ACCT28003 *Business Analytics Techniques*

## Term 2 - 2022

Profile information current as at 18/05/2022 07:54 am

All details in this unit profile for ACCT28003 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

This unit introduces you to the world of data analytics in business. Business analytics uses software tools to produce strategic analyses of huge volumes of data stored in databases and data warehouses to support improved decision making. Business analytics is used in industry and government for basic reporting and descriptive analyses. Advanced predictive and prescriptive analytics also allow powerful insights to be generated. Some areas of application include improved understanding of customer behaviour, gauging sentiment on social media, analysis and prediction of factors influencing profitability and portfolio optimisation. This unit will provide you with foundation knowledge to contribute to the use of data analytics in business.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Students enrolling in this unit must be undertaking the CL84 Master of Business Administration (International).

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2022

- Jakarta

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure - Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure - International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback - Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Students

##### Feedback

Positive engagement

##### Recommendation

Continued positive engagement through discussions and active participation needs to be maintained.

#### Feedback from Unit facilitator

##### Feedback

Contextual content reflective of the region

##### Recommendation

Need to access and or develop specific cases linked to Indonesia and the region to increase relevance and application.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Identify the role of business analytics techniques in improving decision making for a data-driven organisation
2. Analyse how specific business analytics techniques influence critical success factors
3. Apply descriptive business analytics techniques to assist managers to solve business problems
4. Apply predictive and prescriptive business analytics techniques to assist managers to solve business problems.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Online Quiz(zes) - 25%	•	•		
2 - Project (applied) - 35%	•		•	•
3 - Project (applied) - 40%		•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge		○	○	○

Graduate Attributes	Learning Outcomes			
	1	2	3	4
2 - Communication		○	○	○
3 - Cognitive, technical and creative skills			○	○
4 - Research				
5 - Self-management			○	○
6 - Ethical and Professional Responsibility				
7 - Leadership				
8 - Aboriginal and Torres Strait Islander Cultures				

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Online Quiz(zes) - 25%	○					○		
2 - Project (applied) - 35%	○	○	○		○			
3 - Project (applied) - 40%	○	○	○		○			

## Textbooks and Resources

### Textbooks

ACCT28003

#### Prescribed

#### Business Analytics

4th edition (2020)

Authors: Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann

Cengage Learning

Boston, MA, US

ISBN: 9780357131787

Binding: Paperback

#### Additional Textbook Information

This book is available to read online through the Library website. If you would like your own copy, you can purchase either paper or eBook copies at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code).

### IT Resources

**You will need access to the following IT resources:**

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.