



# MGMT29005 *Data and Ethics*

## Term 1 - 2023

Profile information current as at 11/05/2024 07:07 pm

All details in this unit profile for MGMT29005 have been officially approved by CQUniversity 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 advanced unit builds on the ethical and legal foundations introduced in the core units LAWS20063 Governance and Business Law and MGMT20130 Operations Management and Business Analytics. The emerging field of data science encompasses "big data" and "data analytics". In this unit you will analyse ethical considerations specific to study design, data collection methods, data analysis and the appropriate dissemination and application of findings. You will apply the ethical duties of researchers and analysts to ensure that ethical protocols have been respected and that the rights and consequences of participants and users have been acknowledged and respected. You will employ practical tools to help you to identify ethical dilemmas and develop strategies for ensuring ethical decision making and resulting behaviours. You will also examine the role of organisational and industry cultures in shaping ethical (or unethical) data analytic practices, thus addressing the United Nation's sustainability development goals with respect to responsible business operations, new business models, investment, innovation and technology and collaboration.

#### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Students must have completed, or have been granted credit for MGMT29009 Operations Management and Business Analytics and LAWS29001 Governance and Business Law to undertake this unit. 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 1 - 2023

- 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

#### 1. **Reflective Practice Assignment**

Weighting: 30%

#### 2. **Presentation**

Weighting: 30%

#### 3. **Written Assessment**

Weighting: 40%

### 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 Self-reflection

##### Feedback

Need more discussion among students

##### Recommendation

Implement more interactive workshop activities to encourage students to participate in discussions.

#### Feedback from Self-reflection

##### Feedback

Need more collection of available 'case studies'

##### Recommendation

Case studies (e.g. Harvard style) on the unit theme would be a good source for reference as well as for the final exam or group assessment.

## Unit Learning Outcomes

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

1. Critically reflect on the ethical dimensions of the data science, its purpose, methods and impact in data-driven organisations
2. Apply ethical techniques in auditing data-driven processes in organisational contexts
3. Analyse established ethical techniques and strategies, independently and within teams, to identify and minimize potential harm associated with data driven organisational processes
4. Demonstrate knowledge, skills and ideas related to ethical aspects of data, its collection, management and uses to a range of stakeholders.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
<b>1 - Written Assessment - 40%</b>	•	•	•	•
<b>2 - Presentation - 30%</b>		•		•
<b>3 - Reflective Practice Assignment - 30%</b>	•		•	

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
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 - Written Assessment - 40%	○	○	○	○	○	○		
2 - Presentation - 30%	○	○		○	○		○	
3 - Reflective Practice Assignment - 30%	○	○			○	○		

## Textbooks and Resources

### Textbooks

There are no required textbooks.

### IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Zoom (both microphone and webcam capability)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Kemal Taruc** Unit Coordinator

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**Stephanie Macht** Unit Coordinator

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## Schedule

### Week 1 | Framing Data and Ethics: Business and Society - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>Framing the learning process of the unit.</li> <li>Business and society relationships.</li> <li>The significant roles of data and ethics.</li> </ul>	<ul style="list-style-type: none"> <li>Ramsey, C. (2016). <i>Introducing reflective learning</i>. Open University.</li> <li>Carroll, Brown &amp; Buchholz (2018). Ch. 1 &amp; 3.</li> <li>Stanwick, P. A., &amp; Stanwick, S. D. (2020). Ch. 2.</li> </ul>	

### Week 2 | The Foundations of Business Ethics - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>Definitions, fundamental principles, key concepts and perspectives of business ethics.</li> <li>The ethical responsibility of business to its stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Stanwick &amp; Stanwick (2020). Ch. 1.</li> <li>Carroll, Brown &amp; Buchholz (2018). Ch. 7 &amp; 10</li> <li>Schwartz, M. S. (2017). Part One and Part Two.</li> </ul>	Students choose their individual incident(s) for the Reflective Practice Assignment.

### Week 3 | Key Elements of Big Data and Ethics - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>Open data, privacy and security, data asymmetries and algorithmic bias.</li> <li>Data philanthropy, informed consent, and data economies.</li> </ul>	<ul style="list-style-type: none"> <li>Richterich, A. (2018). Ch. 3.</li> <li>Sarangi, S. and Sharma, P. (2020). Introduction.</li> </ul>	

### Week 4 | Managing Ethical “Grey Areas” of Data Ethics - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>The “grey area” of data ethics in organizations.</li> <li>Key principles, models and tools to manage grey areas to improve company’s performance.</li> </ul>	<ul style="list-style-type: none"> <li>Bruhn, J. G. (2009).</li> <li>National Academies of Sciences, Engineering, and Medicine. (2018). Ch. 2.</li> </ul>	

### Week 5 | Ethical Data Culture and Business Strategy - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
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- Key concepts and principles of organisational culture as a framework for understanding ethical practices in business.
- Building an ethical data management culture as the new strategic imperative.
- Schwartz, M. S. (2017). Part 3.  
Please refer to unit notes on the Moodle site for additional text and journal articles.

#### Mid-Semester Break - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Week 6   Trust and Data-Driven Business Model - 17 Apr 2023</b>		
<ul style="list-style-type: none"> <li>• Data-driven business model.</li> <li>• Building “trust” for consumers and stakeholders in the digital space of business.</li> </ul>	<ul style="list-style-type: none"> <li>• Hasselbalch, G. &amp; Tranberg, P. (2016). Ch. 2 &amp; 4.</li> <li>• Loukides, M., Mason, H., Patil, D., &amp; Patil, DJ. (2018).</li> </ul>	<p><b>Reflective Practice Assignment</b> Due: Thursday, April 20, 2023 at 9:30 pm AEST (or 18:30 WIB) Group formation and allocation of Case Analysis.</p> <p><b>REFLECTIVE PRACTICE ASSIGNMENT</b> Due: Week 6 Thursday (20 Apr 2023) 9:30 pm AEST</p>

#### Week 7 | Data-Driven Business Innovation and Investment - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>• The trends of emerging technologies and big data.</li> <li>• Key concepts and approaches to business innovation and investment, and the importance of data ethics.</li> </ul>	<ul style="list-style-type: none"> <li>• Hasselbalch, G. &amp; Tranberg, P. (2016). Ch. 7 &amp; 8.</li> <li>• National Academies of Sciences, Engineering, and Medicine. (2018). Ch. 3</li> <li>• Davis, K. (2012).</li> </ul>	

#### Week 8 | Ethical Data Policies of AI Products - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>• The trend on urgency in dealing with the ethical and societal challenges raised by AI.</li> <li>• Policy initiatives to provide normative guidance on ethical problems with AI.</li> </ul>	<ul style="list-style-type: none"> <li>• Boddington, P. (2017). Ch. 1, 3.</li> <li>• Coeckelbergh, M. (2020). Ch. 10, 11, and 12.</li> </ul>	

#### Week 9 | Data Privacy and Political Agenda - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
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- Controversies on trends of new requirements regarding businesses' treatment of data.

- Data privacy, data protection across jurisdictions and the political agenda.

- Hasselbalch & Tranberg (2016). Ch. 5, 6, and 9.

#### Week 10 | Data Experts and Big Data Ethics - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>• The socio-technological phenomenon of big data.</li> <li>• The roles of professional associations and expert groups.</li> <li>• Data experts as the balancing power of big data ethics.</li> </ul>	<ul style="list-style-type: none"> <li>• Boddington, P. (2017). Ch. 4, 5, 6.</li> </ul> <p>Please refer to unit notes on the Moodle site for additional text and journal articles.</p>	

#### Week 11 | Ethical Data Perspectives in Global Affairs - 22 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> <li>• The trend and impacts of data science and AI applications on the global economy and world affairs.</li> <li>• Ethical and legal issues of big data across cultures and inter-/transgovernmental settings.</li> </ul>	<ul style="list-style-type: none"> <li>• Ferrell, Fraedrich &amp; Ferrell, (2018), Ch. 8, 9, 10.</li> <li>• Hasselbalch, G. &amp; Tranberg, P. (2016). Ch. 10 &amp; 11.</li> </ul>	

#### Week 12 | Group Presentations - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
		<p><b>Group presentation and written report due:</b> Thursday, June 1, 2023, at 09:30 pm AEST (or 18:30 WIB).</p> <ul style="list-style-type: none"> <li>• 20-25 minutes presentation per group.</li> <li>• PowerPoints and written reports to be provided to the unit coordinator prior to the presentation.</li> </ul> <p><b>GROUP PRESENTATION AND WRITTEN ASSESSMENT</b> Due: Week 12 Thursday (1 June 2023) 9:30 pm AEST</p>

#### Review/Exam Week - 08 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Unit review

All previous weeks' unit materials and references

- Distribution of take-home exam case materials.
- Information on take-home exams and expectations.

#### Take Home Exam - 15 Jun 2023

Module/Topic

Chapter

Events and Submissions/Topic

#### Take-Home Exam

#### Take-Home Exam Due:

Friday, June 16, 2023, at 01.00 am AEST (or Thursday, June 15, 2023, at 22.00 WIB)

## Assessment Tasks

### 1 REFLECTIVE PRACTICE ASSIGNMENT

#### Assessment Type

Reflective Practice Assignment

#### Task Description

The key aspect of reflection is a critical evaluation of the self. In this essay, students must outline, in their own words, personal learning and reflection - in the context of 'data' and 'ethics' - during their professional careers. Students are expected to describe several **key** events, incidents, or processes experienced during a particular business event. The incidents should reflect on 'data' and 'ethical' issues and how they illustrate effective or ineffective managerial practice. Students will choose the individual incident(s) that they will use for the assignment between weeks 2-5.

Students must reflect on their decisions by examining their real-life experiences in their respective organisations or business settings. Students are to provide an understanding and perceived assumptions about data and ethics and make conclusions based on the ethical principles and theories discussed in the class and/or from their reading (which requires referencing).

This is an individual, written assessment in the form of an essay. The required length for this essay is 1,500-1,800 words, excluding the title page, diagrams, tables, appendices, and reference list. You must use the common font (e.g. Arial, Calibri, Times New Roman, etc.) with font size 11 or 12 and appropriate margins and spacing. Tables and diagrams are optional and should only be used if relevant and clearly referred to in the body of the essay. A professional title page should be provided, but an executive summary, table of contents, and structured headings are not required.

Although this essay is a personal reflection, students need to identify and incorporate MGMT29005 unit content (including models, processes, or examples of practices) as part of the reflection.

The reflective essay should include (1) a **brief** overview of the context of the chosen incident(s), e.g. overview of the organisation/team/department where the incident(s) took place; a quick summary of the student's key tasks and roles within the incident(s), etc., (2) the majority of the essay should be dedicated to describing the events or incidents reflectively beyond merely explaining what happened. The most important aspects of the essay are the insights regarding what happened and how the real case events (e.g., the conversation, the discussions, the inter-personal interaction or group dynamics) have



opened inquiries and brought new knowledge related to “data” and “ethics.” (3) The essay should conclude with a clear statement of how the experience/learning could be used for future managerial practices as a manager, leader or organisational member. References are required to clearly articulate links between own experience/reflection and concepts, processes, or ideas from MGMT29005. Students are required to use a minimum of five (5) suitable peer-reviewed, scholarly journal articles. Students should ensure they know what is needed for a reflective essay (see resources on the Moodle site).

**Assessment Due Date**

Week 6 Thursday (20 Apr 2023) 9:30 pm AEST

This is an individual assessment task.

**Return Date to Students**

Week 8 Thursday (4 May 2023)

Feedback is provided via Moodle.

**Weighting**

30%

**Assessment Criteria**

As a Masters-level student, you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered. Students need to demonstrate “a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice”, and demonstrate “knowledge of research principles and methods applicable to a field of work and/or learning”. Each unit in your Masters's program has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate academic study, students should read and utilise these texts and journals and publications, and as a Masters student, demonstrate an ability to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in an independent study. This is an advanced-level unit, and accrediting bodies are also looking for evidence of independent research, so the ability to conduct this project without continually relying on your tutors and lecturers is an important part of the learning process for this unit.

Please take a special attention the University’s stated position on plagiarism. **The work of others, which is included in the assignment must be attributed to its source.** A full list of references must be submitted as part of the assessment.

Your assignment will be marked according to the following criteria; detailed marking rubrics are available in Moodle:

- Demonstration of reflective writing through the inclusion of description, interpretation, and evaluation in appropriate proportions
- Demonstration of candid and critical reflection on specific key incidents relating to data and ethics in students' personal organisational experience
- Clear conclusion demonstrating application of learning for managerial practices or to future career
- Professional quality of writing format
- Quality and appropriateness of references, and accuracy of referencing

Late submission and academic misconduct penalties will be applied in accordance with the university policies.

## Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

## Submission

Online

## Submission Instructions

Students are to submit via the assessment folder in Moodle.

## Learning Outcomes Assessed

- Critically reflect on the ethical dimensions of the data science, its purpose, methods and impact in data-driven organisations
- Analyse established ethical techniques and strategies, independently and within teams, to identify and minimize potential harm associated with data driven organisational processes

## Graduate Attributes

- Knowledge
- Communication
- Self-management
- Ethical and Professional Responsibility

# 2 GROUP PRESENTATION AND WRITTEN ASSESSMENT

## Assessment Type

Presentation

## Task Description

All students will be allocated to a group by the unit coordinator in Week 6 of term. These groups will be non-negotiable.

Students will undertake analysis of an organisation examining its engagement with ethical practice relating to any aspect of data, its collection, management and uses for or with a range of stakeholders. This assignment requires an analysis of the organisation's implementation of data-related ethical policies and procedures against the concepts examined in the literatures.

Each group will be afforded 20-25 minutes to present and must submit an Executive Report of approximately 1,500 to 1,800 words with a detailed reference list. A copy of the presentation (PowerPoints) MUST be provided to the unit coordinator prior to the presentation.

Each student must be in a group and present as part of that group.

Students are to demonstrate knowledge of the subject matter, and show effective presentation skills by:

- Providing a concise and structured presentation with introduction, main presentation and conclusion.
- Effectively using audio visuals and verbal communication delivered within the time allocation.
- Providing a clear set of recommendations supported by the literature.
- Demonstrating a commitment to professional business presentation standard.
- Ensuring all group members make a balanced contribution in the presentation.

Students are to demonstrate knowledge of the subject matter, and effective written skills by:

- Providing a concise overview of the content of the presentation using key concepts and theories as an analytical framework.
- Identifying the ethical grey areas and contending issues in the case study supported

by the literature.

- Using a minimum of 12 quality references made up of recommended texts and academic journal articles so as to demonstrate breadth and quality of research, including citation of the recommended texts.

Please note that presentations are normally undertaken in-person during the specified, timetabled class. Alternative delivery options (e.g. online presentation or pre-recorded presentation) are only available under unforeseen circumstances. Students are to submit via the assessment folder in Moodle by the due date. Please note a late penalty of 5% per day applies for each day or part-day (including weekends) for assignments submitted after the due date.

#### **Assessment Due Date**

Week 12 Thursday (1 June 2023) 9:30 pm AEST

This is a group task but only 1 person representing each group submits the assignment

#### **Return Date to Students**

Exam Week Thursday (15 June 2023)

Presentation feedback will be provided at the time of the presentation. Executive report feedback will be provided via Moodle within 2 weeks of the submission deadline.

#### **Weighting**

30%

#### **Assessment Criteria**

As Masters students, you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered:

- students need to demonstrate a body of knowledge that includes the understanding of the existing concepts, principles and theories of ethics as well as of the data science discipline;
- demonstrate conceptual knowledge of principles and methods applicable to a field of organisational practices.

Each unit in your Masters program has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications, and as a Masters student, demonstrate an ability to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in independent research. This is an advanced level unit, and accrediting bodies are also looking for evidence of independent research, so the ability to conduct this project without continually relying on your tutors and lecturers is an important part of the learning process for this unit.

You should ensure that you understand the specific research that is required for each assessment piece and recognise that if you merely meet this minimum requirement, you will receive the minimum grade for demonstrated research.

Please take a special attention the University's stated position on plagiarism. **The work of others, which is included in the assignment must be attributed to its source.** A full list of references must be submitted as part of the assessment.

Your assignment will be marked on the following criteria; detailed marking rubrics are available in Moodle:

- Executive report and presentation: Correct identification of ethical grey areas and contending issues in the case study.
- Executive report and presentation: Accurate analysis of the ethical aspects of data

within the case study organisation with the use of key concepts and theories as an analytical framework

- Executive report and presentation: Presentation of a minimum of two (2) recommendations to address areas for improvement resulting from the organisational analysis, using best practice and literature to support the recommendations
- Executive report and presentation: Quality and appropriateness of references, and accuracy of referencing
- Executive report: Professional written communication
- Presentation: Professional presentation delivery and structure
- Individual contribution: Ability to work as an effective and equally contributing member of the group

Late submission and academic misconduct penalties will be applied in accordance with the university policies.

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### Submission

Online

### Submission Instructions

Students are to submit via the assessment folder in Moodle. Please note a late penalty of 5% per day applies for each day or part day (including weekends) for assignments submitted after the due date

### Learning Outcomes Assessed

- Apply ethical techniques in auditing data-driven processes in organisational contexts
- Demonstrate knowledge, skills and ideas related to ethical aspects of data, its collection, management and uses to a range of stakeholders.

### Graduate Attributes

- Knowledge
- Communication
- Research
- Self-management
- Leadership

## 3 TAKE HOME EXAM

### Assessment Type

Written Assessment

### Task Description

This is an individual assessment task. In Week 13 a case study will be distributed to all students but without any questions. You will have approximately 10 days to familiarise yourself with the case and the events described in the scenario. During Exam Week on a specific date, you will be asked to answer a series of questions requiring you to apply your understanding of the unit content directly to the case. These questions will be made available 15 minutes prior to the opening of the exam hour.

This will be a time-limited submission. You will have 210 minutes (3.5 hours) to respond to a series of questions regarding the case that will require integrated answers utilising a variety of ethical concepts from the unit. You may use texts, journals, and notes in responding to the questions. As this is an open-book style response, accurate use of concepts, terms, and models is expected. The focus of the assessment is on the correct

application of concepts, principles, theories, and analysis of data and ethics.

#### **Assessment Due Date**

Exam Week Friday (16 June 2023) 1:00 am AEST

This is an individual assessment task.

#### **Return Date to Students**

Students will receive limited case feedback via Moodle on Certification of Grades day.

#### **Weighting**

40%

#### **Assessment Criteria**

As Masters students, you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered:

- students need to demonstrate a body of knowledge that includes the understanding of the existing concepts, principles and theories of ethics as well as of the data science discipline;
- demonstrate conceptual knowledge of principles and methods applicable to a field of data-related business practice.

Each unit in your Masters program has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications, and as a Masters student, demonstrate an ability to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in independent research. This is an advanced level unit, and accrediting bodies are also looking for evidence of independent research, so the ability to conduct this project without continually relying on your tutors and lecturers is an important part of the learning process for this unit.

You should ensure that you understand the specific research that is required for each assessment piece and recognise that if you merely meet this minimum requirement, you will receive the minimum grade for demonstrated research.

Please take a special attention the University's stated position on plagiarism. **The work of others, which is included in the assignment must be attributed to its source.** A full list of references must be submitted as part of the assessment.

Your assignment will be marked on the following criteria; detailed marking rubrics are available in Moodle:

- Correct identification of key ethical issues in the case
- Clear, thorough, and holistic analysis of the ethical issues in the case using key data and ethics concepts and theories as an analytical frame
- Use of relevant data and ethics concepts, theories, legislation, and/or best practices to provide recommendations for organisations or decision makers
- Correct use of or reference to accurate data and ethics terminology

Academic misconduct penalties will be applied in accordance with the university policies.

#### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

#### **Submission**

Online

#### **Submission Instructions**

Students will have time limited 210 minutes (3.5 hours) to complete the task in the Moodle. Submissions will be locked after 9.30 pm WIB.

## Learning Outcomes Assessed

- Critically reflect on the ethical dimensions of the data science, its purpose, methods and impact in data-driven organisations
- Apply ethical techniques in auditing data-driven processes in organisational contexts
- Analyse established ethical techniques and strategies, independently and within teams, to identify and minimize potential harm associated with data driven organisational processes
- Demonstrate knowledge, skills and ideas related to ethical aspects of data, its collection, management and uses to a range of stakeholders.

## Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?

**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem