



**College of Commerce  
Division of Economic and Financial Studies  
Business Department**

# **DEM800: Demographic Analysis in Business**

## **Unit Outline, 2006 Semester 1**

**Unit Convenor: Dr Nick Parr**

**Lecture Time and Room: Tuesday, 9.05 am-11.55 am  
in Room W6B286**

**DEM800: DEMOGRAPHIC ANALYSIS IN BUSINESS**  
**First Semester 2006**  
**Information for Students**

*Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.*

**ABOUT THIS UNIT**

**About Demography**

Demography is the study of the changing size and composition of human populations, and the causes and consequences of such change. This subject will be useful not only to those with an interest in learning about population change it will also provide knowledge and skills which will be valuable to those aiming to pursue study or careers in marketing, market research, business strategy, economics, statistics, health, and many other areas. The size and composition of markets, electorates, public service clienteles and the labour force all are related to demography. Because of this, demographic analysis can assist planning marketing campaigns, retail site location, electoral campaign strategies and public sector resource allocation decisions, such as where to build schools and hospitals.

**Rationale and Objectives**

This unit introduces students to demographic analysis and highlights the uses of demographic data and methods in marketing and business decision-making. The implications of demographic trends for the business environment are discussed. The trends covered include those for selected Asian countries, as well as those for Australia. Students are given experience of accessing and analysing data from the countries of greatest relevance to them. A section of the unit addresses survey methods and their uses in business.

**TEACHING STAFF**

<u>Name</u>	<u>Task</u>	<u>Room</u>	<u>Phone No.</u>	<u>Email</u>
Dr. Nick Parr	Lecturer-in-Charge	E4A-626	9850 8570	<a href="mailto:nparr@efs.mq.edu.au">nparr@efs.mq.edu.au</a>
Dr. Fei Guo	Lecturer	E4A-627	9850 8445	<a href="mailto:fguo@efs.mq.edu.au">fguo@efs.mq.edu.au</a>

## **Consultation Hours**

Students are most welcome to visit the staff connected with the unit during their consultation hours. If you cannot make the scheduled consultation hour you are still welcome to visit the staff, however, since there is no guarantee that the staff will be available outside the hours below, phoning or emailing to make an appointment would be advisable. Please note that Dr Parr will be taking parental-related leave every Thursday this semester and will be unavailable for consultation on these days.

Name	Scheduled Consultation Hours
Dr. Nick Parr	Monday 1pm – 3pm, Tuesday 1-2pm
Dr Fei Guo	Wednesday 1pm-4pm

## **CLASSES**

### Lecture Time and Place

Lectures will be held on Tuesdays 9:05pm to 11:55am in Room W6B 286.

Please bring a calculator and copies of the lecture notes to all classes.  
Satisfactory attendance in lectures and tutorials is a requirement of the unit.

## **REQUIRED AND RECOMMENDED TEXTS AND MATERIALS**

It is recommended you use either:

Rowland, Donald (2003) *Demographic Methods and Concepts*, Oxford University Press. The book is available for purchase from the Co-op Bookshop.

or

A.H. Pollard, Farhat Yusuf and G.N. Pollard, *Demographic Techniques* (third edition, 1990). This text is currently out of print. However, copies of the sections relevant to this unit (Chapters 1-6 and 8) have been placed, with the authors' permission, on the DEM127 page of Macquarie University library e-reserve page <http://www.library.mq.edu.au/reserve/>

as your main textbook.

Siegel, J.S. (2002) *Applied Demography*, Academic Press, San Diego.  
is a very useful reference (but a bit expensive).

Pol, L. and Thomas, R.K. (1997). *Demography for Business Decision Making*. Quorum Books, London.

Kintner, H. et al. (1994). *Demographics: A Casebook for Business and Government*. Westview Press, Boulder, Colorado.

also are useful.

A range of other useful readings may be accessed via the library's e-readings..

## **UNIT WEB PAGE**

The web page for this unit can be found at [www.bus.mq.edu.au/dem/800.htm](http://www.bus.mq.edu.au/dem/800.htm). The address of the Macquarie University Demography website is [www.bus.mq.edu.au/dem/](http://www.bus.mq.edu.au/dem/). Email may also be used to communicate relevant information (e.g. responses to questions about assignments or exams) to students. Students are advised to check their email on a regular basis.

## **LEARNING OUTCOMES**

The main outcomes that students are expected to achieve from this unit include:

- knowledge of the basic demographic concepts;
- knowledge of the uses of demography in business;
- knowledge of the main sources of demographic data;
- knowledge of survey methodology and its uses in business;
- ability to use basic demographic techniques to calculate and interpret demographic measures;
- ability to analyse changes in population size and composition in Australia and selected other countries;
- understanding of the patterns of fertility, mortality and migration in Australia and selected other countries;
- knowledge of selected aspects of the demography of Australia and selected other countries.

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

- foundation skills of literacy and numeracy;
- information literacy skills;
- analytic and problem-solving skills
- memory skills
- combinations of these skills.

## **TEACHING AND LEARNING STRATEGY**

The unit will be taught using one three hour weekly lecture/tutorial. Copies of overhead slides for each topic will be provided via the Library e-Reserve page. It is expected these will be printed out before the relevant class. It is expected that students will attend the one three hour weekly classes and will actively take notes during them.

In addition to the time spent attending lecture and tutorials and doing assignments, each student is expected to spend a significant amount of time preparing for lectures and tutorials, updating lecture notes, learning the key formulae, attempting exercises from the textbook, reading the demographic literature, and revising for tests and exams (12 hours per week is recommended).

A week-by-week list of the topics covered is provided on the following page:

**DEM800: Demographic Analysis in Business**  
**Schedule of Lectures**

Week	Date	Topic	Lecturer	Assignments
1	28 February	Introduction	NP	
2	7 March	Basic demographic measures	NP	
3	14 March	Sources of demographic data (in Training Room 3 in the library).	NP	Assignment 1 given
4	21 March	Surveys and their uses in business – I	FG	Assignment 1 due Assignment 2 given
5	28 March	Surveys and their uses in business – II	FG	
6	4 April	Standardisation and its demographic and business applications	NP	Assignment 2 due Assignment 3 given
7	11 April	Asian demographic trends and their implications for business	FG	Assignment 3 due
		<b>MID-SEMESTER BREAK</b>		
8	2 May	Population projections and their applications	NP	Assignment 4 given
9	9 May	The demography of the labour force and its implications for business	NP	Assignment 4 due
10	16 May	Evaluating demographic data in Asia	Guest	
<b>11</b>	<b>23 May</b>	<b>Class Test</b>	<b>NP</b>	
12	30 May	The demography of Asian migrants in Australia and its implications for business	Guest	
13	6 June	Conclusion: unit evaluation and discussion of exam format	NP	

Lecturers: (NP) Dr. Nick Parr (FG) Dr. Fei Guo,

## **RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

Assessment will be by four assignments, a class test, and a final examination. The weighting given to the various assessment tasks will be:

- 25% based on assignments and other coursework
- 15% on class test
- 60% based on the mid-year exam.

Details of the dates of distribution of and for submission of assignments for DEM800 are given in the Schedule of Lectures. All assignments are to be handed in class.

Penalties may be applied if assignments are submitted late without satisfactory evidence of unavoidable disruption or prior arrangement with the Unit Convenor. The scale of penalties will be 10% of the potential maximum mark per working day late. Work submitted more than one week late (without satisfactory evidence of unavoidable disruption or prior arrangement with the Unit Convenor) will not count for credit.

Students are required to attend lectures/tutorials on a regular basis and advised that a poor record of attendance in lectures/tutorials may adversely affect the grade awarded. In this unit “satisfactory” attendance will be measured by whether a student has attended at least 80% of scheduled classes (for their full duration).

A marginal performance in the final examination will normally result in a marginal final grade being given.

## **EXAMINATION**

The duration of the final examination will be 3 hours.  
The preliminary date and time for the final examination is:

**Tuesday 13 June 9:00am-12:00noon.**

**The venue booked is Room E6A102**

**PLEASE NOTIFY DR PARR AS SOON AS POSSIBLE IF YOU HAVE AN EXAMINATION TIMETABLE CLASH.**

Please note that you must achieve a reasonable performance both in the classwork (assignments plus class test) and in the mid-year examination.

You will be allowed to bring with you a small battery operated calculator to the class test and to the mid-year examination.

Dictionaries will be allowed in the class test and the mid-year examination provided they have been submitted to the Lecturer-in-Charge for prior approval.

You are expected to present yourself for examination at the specified examination time and place.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

You are advised that is Macquarie University policy NOT to set early or delayed examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester i.e. the final day of the official examination period and can attend the exam at the designated time and place.

## PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

## UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction.

<b>High Distinction</b>	<b>(HD)</b>
<b>Distinction</b>	<b>(D)</b>
<b>Credit</b>	<b>(Cr)</b>
<b>Pass</b>	<b>(P)</b>
<b>Conceded Pass</b>	<b>(PC)</b>
<b>Fail</b>	<b>(F)</b>

Your final result will include one of these grades plus a standardised numerical grade (SNG). Please note that the raw marks for a unit (i.e. the weighted average of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or  
<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

## **STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.

The University Counselling and Health Services have appointed a counsellor specifically to assist students from overseas countries and those who speak English as their second language. She is particularly expert in assisting with difficulties which involve adjustment to University life or to Australian custom, personal difficulties or the skills of studying, of reading, learning and remembering, or organising and motivating study, or of facing the examinations. Much of the work with students is conducted on an individual basis in a confidential setting. However, each semester groups are conducted to assist students in study skills, stress management and preparation for returning to the home country.