



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

**DEM800:  
Demographic Analysis  
in Business**

**Unit Outline  
First Semester, 2007**

**Tuesdays, 9.10 am to 12 noon, W6B-286**

**Unit Convenor: Professor Farhat Yusuf**

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

## About this unit

The main objectives of this unit include the discussion of some of the basic demographic techniques with a view to focus on the use of demography in business decision-making, and to highlight the strategic implications of demographic trends for business. While special emphasis will be placed on the contemporary situation in Australia, examples from China and other countries would also be presented in the form of case studies and research reports. Students would get hands-on experience of analysing business demographic data for selected countries in the Asia Pacific Region. In addition to lectures and tutorials, students would be expected to actively participate in class discussions and would get ample opportunities to make presentations to the class.

The unit is worth 4 credit points.

## Teaching staff

The unit will primarily be taught by Professor Farhat Yusuf. Please feel free to contact him if you have any questions or if there is any way in which he can assist you. Professor Yusuf will be available in his office (E4A-641) for consultation for one hour after the class. You would need an appointment to meet him at other times. To make an appointment you could call him on 9850-8565, or leave a message on his voice mail. He could also be contacted on email: farhat.yusuf@mq.edu.au.

## Classes

The unit will involve attendance at three hour lecture every week on Tuesdays between 9 am and 12 noon. There will be a 20 minutes break during this period. Classes will be held in W6B-286. It is a requirement of the unit that students attend all classes. Students must contact the unit convenor, preferably before hand, if they are unable to attend the class in a particular week.

## Workload

The relationship between workload and credit points, which, for a typical competent student, is 4 hours per credit point per week. Thus, you should plan to spend, on an average, 16 hours per week on the study of social and applied demography. This includes the time spent in lectures as well as doing assignments and *independent study* of relevant demographic topics. If you consistently spend less time than that stipulated above then you are probably not studying hard enough and/or do not understand fully the requirements of this unit.

## Required and recommended text and materials

There is no prescribed textbook for this unit. Students will be advised in the class about reference books and other readings material required from time to time. Students must bring to the class a calculator with scientific functions such as log,  $e^x$  etc.

## Learning objectives and outcomes

Some of the important learning objectives and outcomes include:

- ability to define and explain the differences in applied, social and business demography
- knowledge of demographic concepts and basic techniques
- ability to access demographic and other data for Australia and overseas countries using internet and other sources
- understanding of the business implications of levels and changes in fertility, mortality, and migration
- appreciation and understanding of the applications of demography in business decision-making.

In addition to the discipline based objectives, all academic programs at Macquarie University 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:

- critical analysis skills
- problem solving skills
- creative thinking skills
- communication skills
- interpersonal skills.

## Assessment

Assessment of the student performance will be based on attendance at lectures and tutorials, participation in class discussions, research project, class test and the mid-year examination. Various components of the assessment are:

|   |      |
|---|------|
| Mid-year examination .....                    | 60 % |
| Group research project and presentation ..... | 20 % |
| Class test .....                              | 20 % |

The final grade which will be awarded to you will be within the range: high distinction (HD), distinction (D), credit (CR), pass (P), conceded pass (PC) or fail (F). For details please refer to the *Handbook of Undergraduate Studies 2007*.

Your final assessment for the unit will be within the grade scheme given above, and will indicate the standardised numerical grade (SNG) you have achieved. Please note that the

SNG is not simply a sum of your raw marks for the class work and examination, but will take into consideration other factors such as your participation in class discussions and attendance record, and that students must pass the mid-year-examination.

## **University policy on grading**

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus an SNG.

On occasion your raw mark for a unit (*i.e.*, the total 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 the students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scale mark.

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>.

## **Examination**

Your examination will be held on Tuesday, 5 June 2007 in W6B286.

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

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 it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are

available until the end of the teaching semester, that is the final day of the official examination period.

## 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. This 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.

## Teaching and learning strategy

The unit will be taught through lectures and class discussions. Students will be given class assignments from time to time, and will also be expected to complete a group research project. The formation of groups will be finalised within the first two weeks of classes. Students are expected to read suggested material before coming to the class, and participate in class discussions.

## Schedule of classes

| <u>Week</u> | <u>Date</u> | <u>Topic</u>   |
|-------------|-------------|--|
| 1           | 27/2        | Introduction.  |
| 2           | 6/3         | Sources of demographic and business data.                            |
| 3           | 13/3        | Basic demographic measures relevant to business – I.                 |
| 4           | 20/3        | Basic demographic measures relevant to business – II.                |
| 5           | 27/3        | Measurement of fertility levels and their implications for business. |
| 6           | 3/4         | Measurement of mortality levels and their implications for business. |

MID SEMESTER BREAK.

|    |      |  |
|----|------|--|
| 7  | 24/4 | Class Test.  |
| 8  | 1/5  | Migration, urbanisation and its impact on business.      |
| 9  | 8/5  | Some case studies of business demography in Australia.   |
| 10 | 15/5 | Urban and rural household consumption patterns in China. |
| 11 | 22/5 | Class presentations.                                     |
| 12 | 29/5 | Revision and conclusion.                                 |
| 13 | 5/6  | EXAMINATION.   |