



College of Commerce  
Division of Economic and Financial Studies  
Business Department

# **DEM256: Business Demographics**

## **Unit Outline, 2004**

**Unit Co-ordinator:** Dr Nick Parr

**Lecture Time:** Wednesday, 11.05 am-12.55 pm

**Location:** E7B-T3

Student Resource Centre  
Division of Economic & Financial Studies  
MACQUARIE UNIVERSITY

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## **DEM256: BUSINESS DEMOGRAPHICS**

**Second semester 2004**

### Unit Outline

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

### About this Unit

#### About Demography/ Rationale for this unit

Demography is the study of the changing size and composition of human populations, and the causes and consequences of such change. This unit 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, economics, statistics, labour management, business strategy and many other areas. Since the size and composition of markets, labour forces, electorates, public service clienteles and all are related to demography, demographic analysis can assist market analysis, planning marketing campaigns, retail site location, labour management, electoral campaign strategy and public sector resource allocation decisions, such as where to build schools and hospitals.

Credit Points for this unit: 3

#### Unit Objectives and Description

The main objective of this unit is to familiarise you with some of the relevant demographic trends and techniques and their applications in business. A component on survey methodology is also included in order to highlight the importance of demographic surveys in demography in general and business demography in particular. .

#### Assumed knowledge

It will be assumed that students are familiar with the main sources of demographic data and basic demographic measures. Students should read chapters 1, 2 and 5 of Pollard, Yusuf and Pollard, *Demographic Techniques*, copies of which have been placed in ERIC (room C5C-244) and Special Reserve in the library.

## Teaching Staff

### Unit co-ordinator

Dr Nick Parr Room: C5C-326

Phone: (02) 9850-8570

Email: [nparr@efs.mq.edu.au](mailto:nparr@efs.mq.edu.au)

Consultation Hours: Wednesday 1:30-3:30pm

### Other Teaching Staff

Dr Fei Guo

Room: C5C-318

Phone: (02) 9850-8445

Email: [fguo@efs.mq.edu.au](mailto:fguo@efs.mq.edu.au)

Consultation Hours: Tuesday 10:30am-12:30pm

In addition some lectures will be given by Mr Jo Martins (Visiting Fellow) and a guest lecturer.

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 official consultation hours, phoning or emailing to make an appointment would be advisable.

## Classes

Students are required to attend one two hour lecture each week. The scheduled time for the lecture will be:

**Wednesday, 11.05 am-12.55 pm**

The schedule of lectures is presented on the following page. In the event of a change to the schedule being necessary students will be advised via the bulletin board of the unit website (<http://www.bus.mq.edu.au/dem/256bulletin.htm>)

## Schedule of lectures

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Lecturer</u>	<u>Assignments</u>
1	4 Aug	Introduction.	NP	
2	11 Aug	Business applications of demographic techniques.	NP	Assignment 1 given in class.
3	18 Aug	Local area demography - I.	NP	
4	25 Aug	Local area demography – II.	NP	Assignment 1 due in class. Assignment 2 given in class.
5	1 Sept	Demography of Australia’s labour force.	NP	
6	8 Sep	International population trends and implications for business	FG	Assignment 2 due in class.
7	15 Sep	Assessing market potential: a case study of the Chinese-speaking population in Australia	Guest	
MID_SEMESTER BREAK				
8	6 Oct	Methodology of sample surveys – I.	JM	
9	13 Oct	Methodology of sample surveys - II	JM	
10	20 Oct	Class Test	NP	
11	27 Oct	Markets are people: Demography of household income and expenditure in Australia.	JM	
12	4 Nov	Topic to be advised	JM	
13	11 Nov	Conclusion	NP	

*Key: NP – Nick Parr, FG – Fei Guo, , JM – Jo. Martins (Visiting Fellow)*

## Recommended readings and other sources of information

While there is no prescribed textbook for this unit. Some useful readings are:

- Kintner, H. et al. (1994). *Demographics: A Casebook for Business and Government*. Westview Press, Boulder, Colorado.
- Pol, L. and Thomas, R.K. (1997). *Demography for Business Decision Making*. Quorum Books, London.
- Rowland, D.T. (2003) *Demographic Methods and Concepts*. Oxford University Press, Oxford
- Siegel, Jacob S. (2002) *Applied Demography*. Academic Press, San Diego.

## Unit Webpage

The unit webpage is at <http://www.bus.mq.edu.au/dem/256.html>. A range of useful information relating to this unit is available there. Of particular importance is the DEM256 Bulletin Board (<http://www.bus.mq.edu.au/dem/256bulletin.htm>). **The bulletin board will be used by the lecturers to relay information to students, and students are advised to check it on a regular basis.**

## Learning Outcomes

The learning outcomes of the unit are is to familiarise you with some of the relevant demographic trends and techniques and their applications in business, and to highlight the importance of demographic surveys in demography in general and business demography in particular. The unit should assist students in developing skills in note-taking, accessing and analysing data, problem solving skills, and report writing skills.

## Teaching and Learning Strategy

The teaching strategy consists of the provision of information in the two-hour weekly lecture. Lists of references for each topic will be provided via the references page of the unit website and students are advised to prepare for the lecture by reading them. It is expected students will attend the weekly two-hour lectures on a regular basis and will actively compile lecture notes during the lectures and using the relevant literature. Whilst handouts of tables of data, graphs, key formulae etc may be given out in some lectures, students are advised that any information contained in these **must** be augmented by additional notetaking during the lecture or using the recommended references. Students are advised that copies of overheads will NOT be provided online and will not be provided to students who miss class unless evidence of unavoidable disruption (professional authority form etc.) is provided for absence from class.

In addition to time spent in lectures and doing various assessment tasks, it is expected that each student will spend a significant amount of time in private study, preparing for lectures, writing up and learning lecture notes, attempting non-assessable exercises and reading background materials (an average of 9 hours per week is expected).

## **Relationship Between Assessment and Learning Outcomes**

Assessment will be by assignments, an in semester class test and a final examination.

The weighting given to the various assessment tasks will be:

- 15 % for the assignments
- 15 % for the class test
- 70 % for the end-of-year examination.

Please note that in order to pass the unit you must achieve a reasonable performance both in the classwork (assignments plus class test) and in the end-of-year examination. The consistency of performance in the two components (classwork and final exam) will also be considered in the assessment of credit, distinction and higher distinction grades.

Students are advised that a poor record of attendance in lectures may adversely affect the final grade awarded.

The due dates and times for the submission of assignments will be the times and dates of the tutorials. Spare copies of assignments may be obtained from ERIC (C5C244). Assignments are to be handed in either before or after the relevant lecture. Penalties will be incurred for the late submission of assignments unless satisfactory evidence of unavoidable disruption is provided. The penalties will be 20% of the maximum credit for the assignment per working day late. The maximum penalty for lateness of 100% of the maximum credit for the assignment will be applied to assignment which are more than one week late.

### **Dictionaries and Calculators**

Dictionaries will not be allowed in the final exam or in the class test.

Students will be allowed to bring small battery-operated calculators in the class test and the final exam provided they do not have a text-returnable capacity.

### **Exam Times and Timetables**

The University Examination period in the Second Half of 2004 is from Wednesday 17<sup>th</sup> November to Wednesday 1 December 2004. You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before commencement of the examinations at <http://www.timetables.mq.edu.au/exam>.

### **Illness or Unavoidable Disruption**

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/APSCon.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination may 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 they are available until the end of the teaching semester, that is the final day of the 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. 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 within the scale:

<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 grade will include one of these grades plus a standardised numerical grade. Please note 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 you receive. Under Senate guidelines results may be scaled to ensure there is a degree of comparability across the university, so that units with the same past performance should achieve similar results.

### **Support Services for Students**

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



MACQUARIE UNIVERSITY

Professional Authority Form

This form must be completed by a professional authority.

Students at Macquarie University are able to apply for special consideration if they are unable to attend an examination or if they consider that their examination preparation or overall performance in a unit of study has been affected by unavoidable disruption or misadventure. Special consideration may also be granted if a student is forced to leave the examination room early due to illness or unavoidable disruption and believes that his/her examination performance has been affected. In most circumstances documentary evidence is required before special consideration will be granted and your assistance in providing information on the student's illness or misadventure would be appreciated. The information you provide will allow the University to make a fair decision about the student's academic performance and will only be used to assess the student's request for special consideration. If special consideration is requested on non-medical grounds, appropriate supporting documentation must be provided, e.g. statutory declarations by independent witnesses, police reports, or statements from sufficiently senior officials in the place of employment. Photocopies of documents will not be accepted unless they have been certified by a member of the Registrar's staff.

Professional Use Only

Student's Name: \_\_\_\_\_ ID Number: \_\_\_\_\_

Date of Consultation: \_\_\_\_\_

Date/s of illness or misadventure: From: \_\_\_\_\_ To: \_\_\_\_\_

Please tick the box which best describes the student's illness or misadventure

In my opinion the effect of the illness or misadventure on the above day/s was (or will be):

Negligible ( ) mild ( ) moderate ( ) severe ( )

Was the student suffering from symptoms of the illness or misadventure on the date of the consultation? Yes/No
Please provide details of misadventure or illness including symptoms and the way in which the circumstances are likely to affect exam performance. Is the illness or misadventure related to or as a result of a pre-existing condition? Give details below.

\_\_\_\_\_
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Name and Title: \_\_\_\_\_
Profession: \_\_\_\_\_

Provider Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone number/s: \_\_\_\_\_

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Stamp or seal of Professional Authority
(or attach letterhead)

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