



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

# DEM256

## Business Demographics

*UNIT OUTLINE*

*SEMESTER 2 2008*

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

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

**Location:** C5C-T1

**Pre requisites:**

9cp and one of DEM 127 (P) or BBA 101 (P) or MKTG101 (P)

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 the lecturer-in-charge of in the unit.

## **DEM256: BUSINESS DEMOGRAPHICS**

### **Second Semester 2008**

#### **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, economics, statistics, health, business 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.

##### Credit Points for this Unit: 3

##### The Rationale and Objectives of the Unit

This unit will introduce students to some of the demographic trends in Australia and selected overseas countries, and discuss the implications of these trends for business. Students will also be introduced to some of the main methods of demographic analysis. The applications of these methods in a business context will be illustrated. A section of the unit will focus on sample survey methodology and its applications.

In addition, the unit will assist students in developing skills in note-taking, information literacy, problem solving, ability to present explanations, written communication, critical thinking, reflection on own skills and abilities, and taking responsibility of their own learning.

#### **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	Nick.Parr@mq.edu.au

In addition several of the lectures will be given by Visiting Professor Mr Jo M. Martins. Professor Martins will only be available for consultation before 21 August and after 22nd<sup>h</sup> October 2008. His email is: [jmartins@tpg.com.au](mailto:jmartins@tpg.com.au)

## Consultation Hours

Students are most welcome to visit the lecturer-in-charge during his consultation hours. If you cannot make the scheduled consultation hours you are still welcome to visit, however, since there is no guarantee that the staff member will be available outside the hours below, telephoning or emailing to make an appointment would be advisable. **Please note that Dr Parr will be on leave every Tuesday and Friday before the mid-semester break and every Thursday and Friday after the break, and so will be unavailable for consultation on these days.**

Name	Scheduled Consultation Hours
Dr. Nick Parr	Wednesday 10-11am, 3pm – 4pm

## CLASSES

### Lectures and Tutorials: Times and Venue

The lectures will be held from 11.05 am to 12.55 pm on Wednesdays in C5C-T1. You are expected to attend all the lectures. There are no tutorials for this unit.

## RECOMMENDED TEXTS AND MATERIALS

While there is no prescribed textbook for this unit, you may wish to browse through the following books which have been placed in Special Reserve:

- Siegel, J. (2002) *Applied Demography*. Elsevier, Amsterdam (previously Academic Press, San Diego).
- Rowland, D.T. (2003) *Demographic Methods and Concepts*. OUP, Oxford.
- Pol, L. and Thomas, R.K. (1997). *Demography for Business Decision Making*. Quorum Books, London.
- Kintner, H.J., Merrick, T.W., Morrison, P.A. and Voss, P.R. *Demographics*. Rand, Boulder.

A list of references for the various topics covered in the unit is available online via Online Learning @ MQ <http://learn.mq.edu.au>

### **Assumed knowledge**

It will be assumed that you are familiar with the main sources of demographic data and basic demographic measures. Chapters 1-4 of D.T. Rowland *Demographic Methods and Concepts* cover the material or, alternatively, Chapters 1, 2 and 5 of Pollard, Yusuf and Pollard, *Demographic Techniques*. These books are available in the Special Reserve section of the library.

## **Overheads and Note-taking**

Copies of a selection of the overheads shown in lectures will be made available via Online Learning @ MQ <http://learn.mq.edu.au>

*Note that the overheads offer only a skeletal coverage of the topics covered in lectures that must be augmented by additional note-taking during the lecture, or based on the iLectures, or using the recommended references. Please also note that only some of the overheads shown in lectures are available (eg. ones with key formulae or definitions or with tables of data that would be too lengthy to copy down during a lecture).*

## **UNIT WEB PAGE**

Students may access unit material online via Online Learning @ MQ <http://learn.mq.edu.au> using your Student ID Number and your Online Learning @ MQ password. .

The Macquarie University Demography website is at:

[http://www.bus.mq.edu.au/bus\\_quick\\_links/demography](http://www.bus.mq.edu.au/bus_quick_links/demography)

## **iLectures**

Students are advised that lectures given by Dr Nick Parr will be recorded using the iLectures system. However, lectures given by Mr Jo Martins will not be recorded thus. Whilst the iLectures may provide an additional resource, students are advised that no guarantees are given in relation to the availability or quality of the sound recordings or the functioning of any related websites or links to files of recordings of lectures. Students are expected to attend the lectures on a regular basis and to compile notes during the course of the lectures. Thus any failing of the iLectures will not be accepted as grounds for appeal.

## LEARNING OUTCOMES

The main outcomes the students are expected to achieve include:

- a knowledge and understanding of selected of demographic trends
- a knowledge of and ability to use selected quantitative methods which are used in demography and in business
- familiarity with the methodology, analysis and uses of demographic sample surveys
- an understanding of the implications of demographic trends at international, national and local area levels for business
- an ability to write compile notes and write short essays on relevant demographic topics.

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,
- skills in presenting explanations,
- memory skills,
- taking responsibility for their own learning,
- and skills in reflecting on own skills and abilities.

## TEACHING AND LEARNING STRATEGY

The teaching strategy consists of the provision of information in the weekly two-hourly lectures on Wednesday and lists of recommended references. Copies of overhead slides for each topic will be provided via Online Learning @ MQ <http://learn.mq.edu.au>. It is recommended students bring a copy to the lecture. It is expected that students will attend the two-hourly weekly lectures on a regular basis and will actively compile additional notes during the lectures.

In addition to the time spent attending lectures and doing assignments, each student is expected to spend a significant amount of time preparing for lectures, updating lecture notes, learning the key definitions and formulae, attempting exercises from the past class tests and exam papers, and revising for tests and exams (an average of 9 hours per week is recommended).

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

## Schedule of lectures

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Lecturer</u>	<u>Assignments</u>
1	6 Aug	Introduction. Some population changes in Australia and their implications for business.	NP	
2	13 Aug	Methodology of sample surveys - I	JM	.
3	20 Aug	Methodology of sample surveys – II.	JM	Assignment 1 given in class.
4	27 Aug	The changing demography of households in Australia and its implications for business.	NP	Assignment 1 due in class
5	3 Sept	Business applications of demographic techniques.	NP	Assignment 2 given in class
6	10 Sep	Local area demography – I.	NP	
7	17 Sep	Local area demography – II.	NP	Assignment 2 due in class. Assignment 3 given in class
<b>MID-SEMESTER BREAK</b>				
8	8 Oct	International population trends and their implications for business	FG	
9	15 Oct	Demography of Australia’s labour force.	NP	Assignment 3 due
<b>10</b>	<b>22 Oct</b>	<b>Class Test</b>	<b>NP</b>	
11	29 Oct	People are markets I: the demography of household income and expenditure in Australia.	JM	
12	5 Nov	People are markets II.	JM	
13	12 Nov	Conclusion: Unit and teaching evaluations, discussion of solution to class test and outline of format of final exam	NP	

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

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

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

<b>Assignments (three in total)</b>	<b>20%</b>
<b>Class Test</b>	<b>10%</b>
<b>Final Exam</b>	<b>70%</b>

Assignment 1 and Assignment 2 are designed to help students to practise techniques they have learned in the lectures and the interpretation of their results. Major demographic concepts and techniques introduced in the lectures are incorporated into these assignments. Assignment 3 will have a more open format and will allow students an opportunity to demonstrate the range of their knowledge and understanding of local area demography. Questions in the class tests and the final exam will include calculating and interpreting major demographic measures, explaining demographic concepts, and writing notes or essays on certain demographic topics or on their business implications. Both the class test and the final exam will include a section of multiple choice questions which will be used to assess students' knowledge and understanding of the basic demographic concepts, structures, trends, methods and applications. All questions are designed to assess students' learning outcomes listed in the above section.

Details of the dates for distribution of and submission of assignments are presented on the schedule of lectures. All assignments submitted should have a cover sheet which clearly states the student's name, ID number, the name and code of the unit, and the number and date of submission of the assignment. Assignments will be collected at the end of the lecture on the date of submission. Submission of assignments at other times will only be permitted by prior arrangement or in the event of submission of satisfactory evidence of unavoidable disruption. Penalties will be incurred for the late submission of assignments, unless satisfactory evidence of unavoidable disruption is presented. The scale of penalties will be 10% of the potential maximum mark for the assignment per working day late. Work submitted more than two weeks late (without satisfactory evidence of unavoidable disruption or prior arrangement with the Unit Convenor) will not count for credit.

Students will be permitted to use a small battery-operated calculator in tests and exam, provided it does not have a text-returnable capacity or an alphabet on the keyboard. Dictionaries will not be allowed in class tests and exam.

Students are advised that a poor record of attendance in lectures may adversely affect the grade awarded. Satisfactory attendance in lectures may be used to determine a marginal grade. A marginal performance in the final examination will normally result in a marginal final grade being given. Satisfactory attendance is 75% of lectures.

## 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/rules/Guidelines2003.doc>

or <http://www.mq.edu.au/senate/rules/detailedguidelines.doc>.

## EXAMINATIONS

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 the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

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 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.

**The University Examination period in Second Half Year 2008 is from 19 November to 5 December.**

## **STUDENT SUPPORT SERVICES**

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

## **CLASSROOM ETIQUETTE**

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to “silent”.