

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

Unit code: DEM256
Unit Name: **Business Demographics**

Semester 1, 2010
Department of Business

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE**

Year and Semester: 2010 Semester 1

Unit convenor: Dr Nick Parr

Prerequisites: 12 credit points and DEM127(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 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, 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 locations, 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.

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.

TEACHING STAFF

| Name | Task | Room | Phone No. | Email |
|-------------------|----------|---------|-----------|---------------------|
| A/Prof. Nick Parr | Convenor | E4A-626 | 9850 8570 | Nick.Parr@mq.edu.au |

Consultation Hours

Students are most welcome to visit the Convenor 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.

| Name | Scheduled Consultation Hours |
|-------------------|--|
| A/Prof. Nick Parr | Tuesday 2:05pm – 2:55pm, Wednesday 11:05-11:55pm |

CLASSES

There will be 3 hours face-to-face teaching per week consisting of a 1 x 2 hour lecture and a 1 x 1 hour tutorial. You are expected to attend all the lectures and the tutorials. The timetable for classes can be found on the University web site at:

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

Please bring a calculator and lecture notes to all tutorials. ***Please note that there will be no tutorials in the first week of this semester.***

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

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

While there is no required textbook or a recommended textbook for this unit, you may wish to consult 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.

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

may access unit material online through the Macquarie University Online Learning Facility 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

iLectures

Students are advised that lectures will be recorded using the iLectures system. 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 OBJECTIVES AND OUTCOMES

The learning objectives of this unit are:

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

The learning outcomes of this unit are ...

- Demonstrating a knowledge and understanding of selected demographic trends
- Demonstrating an ability to use selected quantitative methods which are used in demography and in business and an ability to interpret the results of these calculations.
- Demonstrating a knowledge of the methodology, analysis and uses of demographic sample surveys
- Demonstrating an understanding of the implications of selected demographic trends at international, national and local area levels for business
- Demonstrating an ability to 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 Tuesday 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 print a copy of the slides beforehand and bring them to the lecture. It is expected that students will attend the two-hourly weekly lectures and a tutorial on a regular basis and will actively compile additional notes during the lectures.

In addition to the time spent attending lectures and tutorials and doing assignments, each student is expected to spend a significant amount of time preparing for lectures, reading the literature, 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.

DEM256: BUSINESS DEMOGRAPHICS
SCHEDULE OF LECTURES
First Semester, 2010

| <u>Week</u> | <u>Date</u> | <u>Topic</u> | <u>Lecturer</u> | <u>Assignments</u> |
|---|---------------|---|-----------------|-----------------------------------|
| 1 | 23 Feb | Introduction. Some population changes in Australia and their implications for business. | NP | |
| 2 | 2 March | Methodology of sample surveys - I | NP | Assignment 1 given. Tutorial 1 |
| 3 | 9 March | Methodology of sample surveys – II. | NP | Tutorial 2 |
| 4 | 16 March | The changing demography of households in Australia and its implications for business. | NP | Assignment 1 due. Tutorial 3 |
| 5 | 23 March | Business applications of demographic techniques. | NP | Assignment 2 given. Tutorial 4 |
| 6 | 30 March | Local area demography – I. | NP | Tutorial 5 Assignment 3 given. |
| Mid-Semester Teaching Break (2 April–18 April) | | | | |
| 7 | 20 April | Local area demography – II. | NP | Assignment 2 due . Tutorial 6 |
| 8 | 27 April | Local area demography – III. | NP | Tutorial 7 |
| 9 | 4 May | International population trends and their implications for business. | NP | Assignment 3 due Tutorial 8 |
| 10 | 11 May | Demography of Australia’s labour force. | NP | Tutorial 9 |
| 11 | 18 May | Class Test | NP | Tutorial 10 |
| 12 | 25 May | Workforce projections and planning. | NP | Tutorial 11 |
| 13 | 1 June | Conclusion: Unit and teaching evaluations, discussion of solution to class test and outline of format of final exam | NP | Tutorial 12 |

Key: NP – Dr Nick Parr,

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Assessment Tasks

Assessment will be by three assignments, a class test, and a final examination.

Weighting of Assessment Tasks

The weighting given to the various assessment tasks will be:

| | |
|-------------------------------------|------------|
| Assignments (three in total) | 25% |
| Class Test | 15% |
| Final Exam | 60% |

In this unit there is no formal requirement for students to achieve a pass in the final examination in order to pass the unit. However a relatively poor performance in the final exam may adversely affect the assessment of marginal grades.

Attendance

Students are advised that a poor record of attendance in lectures may adversely affect the grade awarded. Satisfactory attendance is 75% of the lectures and tutorials for which attendance is taken, and failure to achieve this attendance may adversely affect marginal grading decisions. Tutors may refuse to mark the assignments of students who have an unsatisfactory record of attendance in tutorials or who have previously been late in submitting assignments (without satisfactory evidence of unavoidable disruption). Students who miss a lecture or a tutorial due to unavoidable disruption are advised to submit an "Application for Special Consideration" form and a professional authority form to the Student Enquiry Service. The form is on the web at:

<http://www.reg.mq.edu.au/Forms/APScons.pdf>

Alignment Between Assessment Tasks and Learning Objectives and Outcomes.

The three assignments are designed to help students to progress towards the learning outcomes through practising what they have learned in the lectures, assessing the quality of their understanding, and obtaining feedback which will further assist their learning. 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. Assignment 1 will (except for cases where submission is late) be returned to you before **31 March (the last date to withdraw without academic of financial penalty)**, thus providing you with an indication of your ability to handle the unit material before the census date.

Questions in the class tests and the final exam will include calculating and interpreting major demographic measures and explaining demographic concepts. The final exam will include a question involving writing notes or essays on certain demographic topics or on their business implications or on sample survey methodology. 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.

Criteria and Standards Against Which Individual Assessment Tasks Are Judged

Assignments 1 and 2 generally incorporate multiple question parts. The maximum marks available for each part will be indicated on the assignment sheets. Where a question part involves calculations the marks awarded will reflect whether the answers are correct, whether the units of measurement are stated clearly, and whether an outline of the method used to derive the answers is presented clearly. For the question parts which do not involve calculations, the assessment will reflect the coverage of the results and data provided, the understanding of the strengths and limitations of measures which is demonstrated, and the knowledge of the determinants of the variables which is evident (whether derived from lectures, through reading the literature, or through logical deduction). Expression with unclear meaning may detract from the mark awarded. An innovative use of additional summary measures or graphs may attract a small amount of additional credit. All assignments are intended to be undertaken independently and individually by students and students who collude excessively or plagiarise will incur penalties for doing so.

The class tests will also incorporate multiple parts. The maximum marks available for each part will be indicated on the test papers. Where a question part involves calculations the marks awarded will reflect whether the answers are correct, whether the units of measurement are stated clearly, and whether an outline of the method used to derive the answers is presented clearly. Questions requiring statements of definition or explanation will be marked according to whether the required statements are made fully, correctly, and clearly. Multiple choice questions will be marked according to whether the unique, correct answer is indicated clearly. For students who miss the class test due to unavoidable disruption are advised to contact the Convenor at the earliest possible opportunity. In such cases, provided suitable documentation of the unavoidable disruption is provided to the convenor and attendance in lectures and tutorials outside periods of documented unavoidable disruption has been satisfactory, either a supplementary class test will be awarded or the final examination component will be weighted up (with scaling to ensure comparability in the marks). If suitable documentation is not provided or attendance is unsatisfactory then a mark of zero will be recorded for the missed class test.

The final examination will involve multiple questions. Some of these questions will be marked according to the criteria and standards outlined in relation to the assignments. There will also be a question which will assess students' ability to demonstrate they can write notes or essays on relevant topics. The marking of this question will reflect

primarily the content knowledge which is demonstrated. Written communication skills and academic discourse skills which are demonstrated may also affect the mark awarded. There will also be some multiple choice questions on the final exam.

Distribution of and Due Dates for the Submission of Assignments

The dates for distribution of and submission of assignments are presented on the schedule of lectures. Copies of assignments will also be made available via the online learning facility. Assignments will be collected in tutorials on the date of submission. The late submission of assignments will only be permitted by prior arrangement with the Convenor 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 whose submission of assignments is affected by unavoidable disruption are advised to submit an "Application for Special Consideration" form and a professional authority form to the Student Enquiry Service. The form is on the web at: <http://www.reg.mq.edu.au/Forms/APScons.pdf> Students whose submission of assignments is affected by unavoidable disruption should also contact both their tutor and the Convenor as soon as possible.

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.

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 allowed in the class test or the exam. Students whose class test performance is affected by unavoidable disruption are advised to submit an "Application for Special Consideration" form and a professional authority form to the Student Enquiry Service. Students who miss the test due to unavoidable disruption should also contact the Convenor as soon as possible.

Students should note that the award of special consideration, whether for assignments, class tests or the final exam, is conditional on both satisfactory performance in assignments and satisfactory attendance in lectures and tutorials (75% of lectures and tutorials).

Students are advised that a poor record of attendance in lectures and tutorials may adversely affect the grade awarded. Satisfactory attendance may be used to determine a marginal grade.

The Form and Timing of Feedback on Assignments and Class Tests

Assignments 1 and 2 together with the marks awarded will be returned to the students promptly (generally within two weeks of submission). Model solutions to the various assignments, together with feedback on some of the more common errors made by the

group of students as a whole will be provided on the online learning facility after all assignments have been returned. Students are advised to compare their solutions to the model solutions to identify and to learn from any errors they have made. Assignment 3 may take longer to return to students (up to 3 weeks) and will provide students with individualised feedback comments as well as the mark awarded. The class tests also will be returned to the students. Feedback will be provided in the form through the provision of a model class test solution via online learning and discussion of the solutions of selected questions in the final lecture.

Final Examination

A 3 hour final examination for this unit will be held during the University Examination period. The rationale for setting the exam is that it will provide a rigorous and comprehensive assessment of students' achievement of the learning outcomes. Students will be permitted to use a small battery-operated calculator in tests and exam, provided it does not have a text-returnable capacity. Dictionaries are not allowed in class tests and exam.

The University Examination period in the First Half Year 2010 is from 9 June to 25 June. 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.req.mq.edu.au/Forms/APSCon.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.

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.

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>.

Information about student support services is also available from the Business and Economics Student Services (BESS) office in E4B106 and via http://www.businessandeconomics.mq.edu.au/current_students/ug

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”.