

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

Unit Code: DEM256  
Business Demographics

First Semester, 2011

*Department of Marketing and Management*

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

**Year and Semester:** 2011 Semester 1

**Unit convenor:** Dr Salut Muhidin

**Prerequisites:** 12 credit points and DEM127(P) or MKTG101(P)

**Credit points:** 3 (Three)

Students in this unit should read this unit guide 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**

- 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.
- 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 Donald 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

- Lecturer: Dr Salut Muhidin ([salut.muhidin@mq.edu.au](mailto:salut.muhidin@mq.edu.au); tel: 9850-4848)
- Tutors: Junhua Chen and Rudi Kurniawan

## CONSULTATION TIMES

- Consultation time with lecturer: Tuesday 10am-12pm at Building E4A, 6<sup>th</sup> floor, room 624.

You are encouraged to seek help at a time that is convenient to you during regular consultation hours. However, in special circumstances, an appointment may be made outside regular consultation hours by making an appointment.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## CLASSES

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are expected to attend all the lectures and the tutorials. Attendance will be taken in the tutorials.
- Please bring a calculator and lecture notes to all tutorials. ***Please note that there will be no tutorial in the first week of this semester.***
- 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 lecturer unless of course when class participation is required. Mobile phones must be turned off during classes, not simply set to “silent”.

## PRIZES

- None

## 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 Library/Special Reserve:

- Yusuf, F. and Swanson, D.A. (Eds.) (2010) Special Issue on Business Demography for *Population Research and Policy Review*, Vol. 29, Number 1.
- Murdock S. and Swanson D.A. (Eds.) (2008) *Applied Demography in the 21st Century*. Springer: Dordrecht, the Netherlands.
- Siegel, J. (2002) *Applied Demography: Application to Business, Government, Law, and Public Policy*. Elsevier, Amsterdam.
- 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. (1994) *Demographics: A Casebook for Business and Government*. 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 (e.g. ones with key formulae or definitions or with tables of data that would be too lengthy to copy down during a lecture).

## TECHNOLOGY USED AND REQUIRED

Students are required to learn how to use power point, word processing and BlackBoard

## UNIT WEB PAGE

- Course material is available on BlackBoard, <http://learn.mq.edu.au>
- 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) and your Online Learning @ MQ
- *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 OUTCOMES

The learning outcomes of this unit are:

1. Demonstrating a knowledge and understanding of selected demographic trends
2. 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
3. Demonstrating a knowledge of the methodology, analysis and uses of demographic sample surveys
4. Demonstrating an understanding of the implications of selected demographic trends at international, national and local area levels for business
5. Demonstrating an ability to write short essays on relevant demographic topics

## GRADUATE CAPABILITIES

Demography graduates are expected to know the following 8 disciplines specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability number 1, 3, 7 and 8 below (*italicised*).

1. *Ability to identify the key terms in demography*
2. Ability to identify the key sources of demographic data and their strengths and limitations
3. *Able to calculate and interpret the key measures used in demography*
4. Competency in discussing the key theories and research in demography
5. Ability to determine the interrelationships between the size and composition of the population and fertility, mortality, and migration
6. Competency in preparing projections of future populations
7. *Ability to analyse the effects of the size, composition and change of populations on consumption patterns, government expenditure, labour supply and the environment*
8. *Competency in discussing the implications of demographic trends for business and government decision-making.*

In addition to the discipline-based learning objectives, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 1, 2, 4, 5, 7 and 8 below (*italicised*).

1. *Critical, Analytical and Integrative Thinking*
2. *Problem Solving and Research Capability*

3. Creative and Innovative
4. *Effective Communication*
5. *Engaged and Ethical Local and Global Citizens*
6. Socially and Environmentally Active and Responsible
7. *Capable of Professional and Personal Judgement and Initiative*
8. *Commitment to Continuous Learning*

## TEACHING AND LEARNING STRATEGY

- The unit 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>. Students are expected to print a copy of the slides beforehand and bring them to the lecture.
- Students are expected to 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, 2011

| Week  | Date   | Topic  | Lecturer | Assignments  |
|---|--------|--|----------|--|
| 1   | 22 Feb | Unit Introduction & Overview<br>Population Dynamics of Australia:<br>Their Implications for Business | SM       |  |
| 2   | 1 Mar  | The Changing Demographics of<br>Households in Australia  | SM       | Tutorial 1   |
| 3   | 8 Mar  | Demographic Techniques and<br>Their Application to Business  | SM       | Assignment 1 given<br>Tutorial 2                     |
| 4   | 15 Mar | Sample Surveys – I   | SM       | Assignment 1 due<br>Tutorial 3                       |
| 5   | 22 Mar | Sample Surveys – II  | SM       | Assignment 2 given<br>Tutorial 4                     |
| 6   | 29 Mar | Local Area Demography – I  | SM       | Tutorial 5   |
| 7   | 5 Apr  | Local Area Demography – II   | SM       | Assignment 2 due<br>Assignment 3 given<br>Tutorial 6 |
| Mid-Semester Teaching Break (11 April – 21 April) |        |  |          |  |
| 8   | 26 Apr | Public Holiday (no class)  |          |  |
| 9   | 3 May  | Global Population Trends and<br>Their Implication for Business                                       | SM       | Tutorial 7   |
| 10  | 10 May | Migration and Labour Force in<br>Australia   | SM       | Assignment 3 due<br>Tutorial 8                       |
| 11  | 17 May | <b>Class Test</b>  | SM       | Tutorial 9   |
| 12  | 24 May | Population and Labour Force<br>Projections   | SM       | Tutorial 10  |
| 13  | 31 May | Course Wrap-up, Summary,<br>Teaching Evaluations, and Final<br>Exam Advice                           | SM       | Tutorial 11  |

*Key: SM – Dr Salut Muhidin*

### 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) | 30% |
| Class Test                   | 15% |
| Final Exam                   | 55% |

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.

- The due dates and times for the submission of assignments will be the dates and times of tutorials. All assignments should be submitted to your tutor at the tutorial. 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.
- Penalties will be incurred for the late submission of assignments, unless satisfactory evidence of unavoidable disruption is presented.
- Assignment 1 will (except for cases where submission is late) be returned to you before **31 March** (the last date to withdraw without academic or financial penalty), thus providing you with an indication of your ability to handle the unit material before the census date.
- Students will be permitted to use a small battery-operated calculator in class test and exam, provided it does not have a text-returnable capacity or an alphabet on the keyboard.
- Dictionaries will not be 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.

The assessment of the course has the following components:

|   | <b>Assignment<br/>(30%)</b>  | <b>Class Test<br/>(15%)</b>  | <b>Final Exam<br/>(55%)</b>   |
|---|--|--|---|
| Description                                 | <p>This assessment consists of 3 assignments.</p> <p>1<sup>st</sup> Assignment: 5 %<br/>2<sup>nd</sup> Assignment 10 %<br/>3<sup>rd</sup> Assignment: 15%</p> <p>Three assignments are designed to help students to practice techniques they have learned in the lectures and the interpretation of their results.</p> | <p>The test is 90 minutes held during the lecture class.</p> <p>Test questions are based on all material covered in lecture Weeks 1-10. It will include calculating and interpreting major demographic measures and explaining demographic concepts, or on sample survey methodology.</p> <p>Test Format is two sections.<br/>Section A – multiple choice and<br/>Section B - calculations, formulae, definitions, short written answers, short notes.</p> | <p>The duration of the exam is 3 hour plus 10 minutes held during the exam period</p> <p>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 and projections.</p> <p>Test Format: Section A – multiple choice and Section B - calculations, formulae, definitions, short written answers, short notes.</p> |
| Due date                                    | <p>1<sup>st</sup> Assignment: 15 March<br/>2<sup>nd</sup> Assignment: 5 April<br/>3<sup>rd</sup> Assignment: 10 May</p>  | <p>Lecture Week 11:<br/>17 May</p>   | <p>Please check the exam timetable for location and time</p>  |
| Marking criteria/standards and expectations | <p>Students are expected to answer the questions set.</p> <p>Where a question 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.</p>    | <p>Students are expected to answer the questions set.</p> <p>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.</p>   | <p>Some questions will be marked according to the criteria and standards outlined.</p> <p>Where a question involves a writing notes or essays, the marking will reflect primarily the content knowledge which is demonstrated, written communication skills and academic discourse skills.</p>  |

|   | <b>Assignment<br/>(30%)</b>  | <b>Class Test<br/>(15%)</b>   | <b>Final Exam<br/>(55%)</b> |
|---|--|---|-----------------------------|
| Submission method   | In class to tutor  | n/a   | n/a                         |
| Feedback  | Model solutions together with feedback on some of the more common errors will be provided on the online learning facility. | Feedback will be provided in the form through the provision of a model class test solution via online learning and discussion in the final lecture. | n/a                         |
| Estimated student workload (hours)  | 30 hours   | 30 hours  | 30 hours                    |
| <b>Learning outcomes assessed</b>   |  |   |                             |
| 1. Demonstrating a knowledge and understanding of selected demographic trends   | √  | √   | √                           |
| 2. 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 | √  | √   | √                           |
| 3. Demonstrating a knowledge of the methodology, analysis and uses of demographic sample surveys  | √  | √   | √                           |

|  | <b>Assignment<br/>(30%)</b> | <b>Class Test<br/>(15%)</b> | <b>Final Exam<br/>(55%)</b> |
|--|-----------------------------|-----------------------------|-----------------------------|
| 4. Demonstrating an understanding of the implications of selected demographic trends at international, national and local area levels for business | √                           | √                           | √                           |
| 5. Demonstrating an ability to write short essays on relevant demographic topics   | √                           |                             | √                           |
| <b>Graduate capabilities assessed:</b>   |                             |                             |                             |
| 1. Critical, Analytical and Integrative Thinking   | √                           | √                           | √                           |
| 2. Problem Solving and Research Capability   | √                           | √                           | √                           |
| 3. Effective Communication   | √                           |                             | √                           |
| 4. Engaged and Ethical Local and Global Citizens   | √                           | √                           | √                           |
| 5. Capable of Professional and Personal Judgement and Initiative   | √                           | √                           | √                           |
| 6. Commitment to Continuous Learning   | √                           |                             |                             |

## **Attendance**

Students are advised that a poor record of attendance in tutorials and 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>

## **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 2011 is from 6 to 24 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. The University's policy on special consideration process is available at:

[http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

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. (Individual Divisions may wish to signal when the Division's Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

## ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at

[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## GRADES

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

## GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals).

## SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from

performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: [http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html).

## **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>.

## **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.