

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

DEM355
Social and Applied Demography

Semester 2, 2011

Department of Marketing and Management

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

Year and Semester: 2011 Semester 2

Unit convenor: Dr Salut Muhidin

Prerequisites: DEM255 (P) or DEM256 (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

This unit will appeal particularly to commerce and other social sciences students. It focuses on the strategic implications of social demographic trends for business and government both in Australia and other countries. This unit will familiarise students with the determinants and consequences of population trends, and the applications of demography in the public and private sectors. While some emphasis will be placed on the study of contemporary Australian demography, the situation in the global world perspectives will also be considered. In addition to lectures, students will be asked to actively participate in class discussions and will have opportunities to make presentations. Students will get hand-on experience of social and applied demography research through the use of census and other data.

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

- Lecturer: Dr Salut Muhidin (salut.muhidin@mq.edu.au; tel: 9850-4848, Room E4A-624)
- Any visiting lecturers will be announced during the semester.
- Tutors: **TBA**

CONSULTATION TIMES

- Consultation hour with lecturer: Thursday 10am-12pm, at Building E4A, Room 624.

Students are most welcome to visit the staff during regular consultation hours. If you cannot make this scheduled consultation hours you are still welcome to visit the lecturer at other times. However, since there is no guarantee that he will be available outside the scheduled hours, phoning or emailing to make an appointment would be advisable.

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

CLASSES

The unit will involve 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/>

It is a requirement of the unit that students attend all lectures and tutorials. Attendance sheets will be circulated and it is the students' responsibility that they sign these sheets. Students are encouraged to contact the unit Convenor if, due to any reason, they are unable to attend a lecture and/or tutorial.

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.***

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Textbook

Weeks, John R. (2007) *Population: An Introduction to Concepts and Issues*, Wadsworth Publishing. The book is available for purchase from the Co-op Bookshop.

It is assumed that students are familiar and competent in demographic techniques previously taught in DEM255 or DEM256. To refresh their competence students are advised to consult the book on *Demographic Methods and Concepts* by Donald T. Rowland (2003); or *Demographic Techniques* by A.H. Pollard, F. Yusuf and G.N. Pollard (available in the special Reserve Section of the Library).

Other Useful Sources of Information

Students will also be referred to books, book chapters, and other materials for the weekly lectures. A list of references for the various topics covered in the unit is available online via Online Learning @MQ <http://learn.mq.edu.au>. It is advisable that students download the lecture notes from the *Blackboard* and reading materials from the library or relevant databases prior to the lecture time. Hardcopies of teaching and reading materials will NOT be provided in the class. It is highly recommended that students compile notes of their own based on the materials covered in lectures and tutorials and from recommended readings.

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* via Online Learning @ MQ <http://learn.mq.edu.au>
- Information about the Demography Program at Macquarie University is available 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:

- To provide students with advanced demographic concepts and methods, and an understanding of some social demographic issues facing the world today.
- To familiarise students with the causes, consequences and potential solutions of demographic phenomena such as the demographic transition, the ageing of populations, migration and human settlement, and their relevance to business strategies and government policy.

After successfully completing this unit, students should be able to:

1. Demonstrate an understanding of the more advanced concepts, measures and indicators commonly used in social and applied demography.
2. Demonstrate an understanding and awareness of many of the world's major social demographic challenges and their social and economic implications.
3. Demonstrate a familiarity with the various sources of demographic and other related data in Australia and overseas countries.
4. Critically review demographic application in business and in the public sectors.
5. Convey information regarding social and applied demographic subjects in an effective and concise manner through oral and written presentation.

GRADUATE CAPABILITIES

Students who graduate from this unit are expected to achieve the following capabilities:

1. Ability to use more advanced concepts, measures and indicators in demography;
2. Ability to evaluate and assess the quality of demographic data;
3. Knowledge of the application of demography in business and in the public sectors;
4. Competency in discussing the key advanced theories and research in demography;
5. Calculate and interpret the key measures used in demography;
6. Ability to determine the interrelationships between the size and composition of the population and fertility, mortality, and migration;
7. 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 seeks 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 as follows:

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 and one-hourly tutorial on Thursday. Students are expected to attend these weekly lectures and a tutorial on a regular basis and will actively compile additional notes during the lectures. In addition, the unit provides students with the 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.

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.

DEM355: SOCIAL AND APPLIED DEMOGRAPHY
SCHEDULE OF LECTURES - Second Semester, 2011

Date	Topic	Lecturer	Tutorials/Assignments
Week 1 4 Aug.	Unit Introduction World Population Growth: Past, Present and Future	SM	No Tutorial
Week 2 11 Aug.	Fertility Trends and Differentials in More Developed and Less Developed Countries	SM	Tutorial 1 Assignment 1 given
Week 3 18 Aug.	Global Health Challenges: HIV-AIDS Pandemic and Obesity	SM	Tutorial 2 Assignment 1 due
Week 4 25 Aug.	Population Mobility and Human Settlement	SM	Tutorial 3 Assignment 2 given
Week 5 1 Sep.	Human Trafficking and Forced Migration	SM	Tutorial 4 Assignment 2 due
Week 6 8 Sep.	International Perspectives on Population Ageing: Challenges and Opportunity	SM	Tutorial 5 Assignment 3 & 4 given
Week 7 15 Sep.	Class Test		Tutorial 6 Optional
Mid-Semester Teaching Break (19 Sept – 30 Sept)			
Week 8 6 Oct.	Indigenous Populations in Australia and Around the World: Social Inclusion and Closing the Gap	SM	Tutorial 7 Assignment 3 due Presentation I
Week 9 13 Oct.	Population Policies in Global Perspectives	SM	Tutorial 8 Presentation II
Week 10 20 Oct.	Applied Demography in the NSW Planning Department	GL	Tutorial 9
Week 11 27 Oct.	Demography in Market Segmentation	SM	Tutorial 10 Assignment 4 due
Week 12 3 Nov.	Case Study: Population and Development in Asia	SM	Tutorial 11
Week 13 10 Nov.	Course Wrap-up, Summary, Teaching Evaluations, and Final Exam Advice	SM	Tutorial 12 Wrap-up and summary

Key: SM – Dr Salut Muhidin; GL – Guest Lecturer

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Assessment Tasks

Assessment of student performance will be based on four assignments, a class test and the final examination. Weights given to the various assessment tasks are given below:

Weighting of Assessment Tasks

- **Class Test** **15%**
- **Assignments (four in total)** **25%**
 - Short Essay I (5%)
 - Short Essay II (5%)
 - Project Presentation (5%)
 - Project Report (10%)
- **Final Examination** **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 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>

Alignment between Assessment Tasks and Learning Objectives and Outcomes

The assessment tasks have been developed and designed to fulfil and evaluate the stated learning outcomes of the unit.

The assignments, which will require students to write two essays and a report, and to give a presentation on selected topics are designed to assist students' learning in relation to: an experience in accessing and analysing demographic data and literature; summarising and critically appraising demographic studies; conveying information in an effective, proper and concise manner; and developing an academic referencing style. Assignment 1 which is the first Short Essay will be returned to students before **31st August** (the last date to withdraw

without academic or financial penalty), thus providing students with an indication of your ability to handle the unit material before census date.

The class test will give an assessment of the progress made by students in developing an analytical approach in their understanding of concepts used in social and applied demography, and feedback on areas they have achieved an acceptable standard and areas they need to strengthen.

The final examination will test the students' comprehension of the varied concepts used in the unit as well as demographic trends and their implications. In addition, it will assess the student capacity to critically review and discuss the implications of demographic dynamics to future policies and strategies in the public and private sectors.

Distribution of and Due Dates for the Submission of Assignments

Details of the dates for distribution and submission of all four assignments are presented in the schedule of lectures above. All assignments are to be submitted in class at tutorial time on the scheduled date, unless otherwise advised. 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 who fail to submit the assignments will be given zero for the assignment. Penalties will be incurred for the late submission of assignments, unless satisfactory evidence of unavoidable disruption is presented (for instance a doctor's certificate).

Criteria and Standards against which Individual Assessment Tasks are Judged

This is a reading and writing intensive unit. The first two assignments will be short essays of approximately 4-5 pages in length—which identify and evaluate the dimensions, opportunities and challenges brought about by the selected themes: (1) World population growth and sustainability; and (2) International migration policy on open or closed borders. It will be marked on the following criteria: content coverage, relevance, presentation and structure, provision of overview, discussion and original thought, referencing, adherence to length limits, avoidance of plagiarism, and adherence to timelines for submission. The essay assignments are expected to have an appropriate footnoting and referencing style. Students will also be required to submit an identical electronic copy through **turn-it-in** in *Blackboard*.

The last two assignments will be a research project which consists of an oral presentation and a written report. Each student will propose or be assigned to a particular topic covered in the unit. The information session on this project will be conducted in week 6. Each student will be individually responsible to complete the research project, including the submission of a layout and file of 10-minute presentation, and producing a written report. Late submissions will not be accepted. Students will also be required to submit an identical electronic copy of written report through **turn-it-in** in *Blackboard*.

The class test will incorporate multiple parts. The maximum marks available for each part will be indicated on the test paper. Questions requiring statements of definition, description, 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.

The questions in the final exam will be in the format of writing essays and writing notes. The marking of these questions will reflect primarily the content knowledge which is demonstrated. Relevance, presentation and structure, discussion, and original thought, will also affect the mark awarded.

The assessment of the course has the following components:

	Assessment Task 1 (25%)	Assessment Task 2 (10%)	Assessment Task 3 (60%)
Title/Name	Assignments	Class Test	Final Exam
Description (including length or similar if applicable)	<p>This assessment consists of 4 items.</p> <p>1st Assignment: 5 % 2st Assignment: 5 % 3rd Assignment: 5% 4rd Assignment: 10%</p> <p>Four assignments are designed to help students to critically review demographic concepts and methods they have learned in the lectures.</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 1-6. It will include interpreting major demographic measures and explaining demographic concepts.</p> <p>Test Format is two sections. Section A – multiple choice and Section B - 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 social and applied demographic topics or on their implications.</p> <p>Test Format: Definitions, short written answers, and short notes.</p>
Due date	<p>1st Assignment: 18 Aug. 2nd Assignment: 1 Sep. 3rd Assignment: 6 Oct. 4th Assignment: 27 Oct.</p>	Week 7: 15 September	Please check the exam timetable for location and time
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing	<p>Students are expected to complete the tasks as instructed in the assessment sets.</p> <p>It involves students working for short</p>	<p>Students are expected to answer the questions set.</p> <p>Questions will be marked according to the criteria and standards</p>	<p>Questions will be marked according to the criteria and standards outlined.</p> <p>Where a question involves a writing notes</p>

	Assessment Task 1 (25%)	Assessment Task 2 (10%)	Assessment Task 3 (60%)
requirements	essays, presentation, and project report. Using an appropriate academic referencing style is required.	outlined. It will reflect whether the answers are correct and whether it is presented clearly.	or essays, the marking will reflect primarily the content knowledge which is demonstrated, written communication skills and academic discourse skills.
Submission method	Submit to tutor at tutorial times and an electronic copy of essays and a report through <i>turn-it-in</i> .	Submit to lecturer in class	Submit to exam supervisor
Feedback (type, method, date)	Written feedback will be provided in the form through the provision of a formal comments model and discussions after assignment are returned.	Feedback will be provided in the form through the provision of a model class test solution via online learning and discussion in week 8.	Available upon students' request as part of grade appeal process
Estimated student workload (hours)	30 hours	30 hours	30 hours
Learning outcomes assessed			
#1.	V	V	V
#2.	V	V	V
#3.	V	V	V
#4.	V	V	V
#5.	V		
Graduate capabilities assessed:			
#1.	V	V	V
#2.	V	V	V
#3.	V		V
#4.	V		V
#5.	V	V	V
#6.	V		
#7.	V	V	V
#8.	V		

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 non-programmable calculator in the class test and exam, provided it does not have a text-returnable capacity. Dictionaries are not allowed in class test and exam.

The University Examination period in the Second Half Year 2011 is from 14 November to 02 December 2011. 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

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.

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>

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.

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

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.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/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

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 E4B-106 and via http://www.businessandconomics.mq.edu.au/current_students/ug

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorized 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.

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 any recurring problem that makes you late (or forces you to leave early), please 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”.