



DEM800
Demographic Analysis in Business

Semester 1, 2009

Department of Business

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

Year and Semester: 2009, 1st Semester

Unit convenor: Professor Farhat Yusuf

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 unit convenor.

ABOUT THIS UNIT

The main objectives of this unit include the discussion of some of the basic demographic techniques with a view to focus on the use of demography in business decision-making, and to highlight the strategic implications of demographic trends for business. While special emphasis will be placed on the contemporary situation in Australia, examples from China and other countries would also be presented in the form of case studies and research reports. Students would get hands-on experience of analysing business demographic data for selected countries in the Asia Pacific Region. In addition to lectures and tutorials, students would be expected to actively participate in class discussions and would get ample opportunities to make presentations to the class.

The unit is worth 4 credit points.

TEACHING STAFF

- Convenor: Professor Farhat Yusuf,
Room 641, Building E4A
Phone: 9850-8565
E-mail: farhat.yusuf@efs.mq.edu.au
Consultation hours: Thursdays, 10 a.m. to 12 noon.

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/>
- It is an assessment requirement of this unit that students attend classes.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed text: Pollard, A.H., Yusuf, F. & Pollard, G.N. *Demographic Techniques*. Third Edition. (*Copies of the relevant chapters will be provided*).
- Other recommended texts, etc, will be available in the Library (Special Reserve or in e-Reserve).

UNIT WEB PAGE

- There is no web page for this unit.

LEARNING OBJECTIVES AND OUTCOMES

Some of the important learning objectives and outcomes include:

- ability to define and explain the differences in applied, social and business demography
- knowledge of demographic concepts and basic techniques
- ability to access demographic and other data for Australia and overseas countries using internet and other sources
- understanding of the business implications of levels and changes in fertility, nuptiality, mortality, and migration
- appreciation and understanding of the applications of demography in business decision-making.

In addition to the discipline based objectives, all academic programs at Macquarie University 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:

- critical analysis skills
- problem solving skills
- creative thinking skills
- communication skills
- interpersonal skills.

TEACHING AND LEARNING STRATEGY

- The unit will be taught in weekly lectures and tutorials.
- The schedule of lectures is given on the next page:

<u>Week</u>	<u>Date</u>	<u>Topic</u>
1	24/2	Introduction.
2	3/3	Sources of demographic and business data.
3	10/3	Basic demographic measures relevant to business – I. (Assignment 1 given).
4	17/3	Basic demographic measures relevant to business – II. (Assignment 1 due; assignment 2 given).
5	24/3	Measurement of fertility and nuptiality levels and their implications for business. (Assignment 2 due; assignment 3 given).
6	31/3	Measurement of mortality and morbidity levels and their implications for business. (Assignment 3 due; assignment 4 given).
7	7/4	Demographic and business (Guest Lecturer, Jo Martins) To be confirmed (Assignment 4 due).
MID SEMESTER BREAK.		
8	28/4	Class Test.
9	5/5	Demographics of internet shopping.
10	12/5	Household consumption patterns in Australia.
11	19/5	Household consumption patterns in China.
12	26/5	Revision and conclusion.
13	2/6	EXAMINATION.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Assessment of the student performance will be based on attendance at lectures and tutorials, four assignments, class test and the mid-year examination. Weights given to the various assessment tasks are given below:

<u>Component</u>	<u>Weight</u>
Mid-year examination	60 %
Tutorial assignments	20 %
Class test	20 %

Students are expected to achieve a satisfactory pass in each of the above assessment components.

- The assessment tasks have been developed so as to fulfil and evaluate the stated learning outcomes of this unit.
- Students will be expected to attend at least 90% of the scheduled lectures and tutorials. Non-compliance would result in a fail grade.

A 3-hour final examination for this unit will be held during the class on June 2, 2009.

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 the following website:

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

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. Information about such examinations will be posted on the Faculty's website in due course.

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.

WORKLOAD

The relationship between workload and credit points, which, for a typical competent student, is 4 hours per credit point per week. Thus, you should plan to spend, on an average, 12 hours per week on the study of social and applied demography. This includes the time spent in lectures as well as doing assignments and *independent study* of relevant demographic topics. If you consistently spend less time than that stipulated above then you are probably not studying hard enough and/or do not understand fully the requirements of this unit.

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>.

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 must be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to "silent".