UNSW Course Outline

COMM1190 Data, Insights and Decisions - 2024

Published on the 28 Jan 2024

General Course Information

Course Code : COMM1190
Year : 2024
Term : Term 1
Teaching Period : T1
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : UNSW Business School
Delivery Mode : Multimodal
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

COMM1190 teaches students the fundamental analytical and statistical tools an organisation uses to gain insights about customers, markets, competitors and itself. In this course students apply statistics and data analysis skills to real large data sets with a focus on applications, rather

than methods. They will learn how to describe, collect/source and analyse business data from a variety of business domains such as finance, marketing, management, risk analysis, etc. Effectively communicating data insights and recommendations to a non-technical audience, including data visualisation and simple dashboards, rounds off this highly applied and hands-on course.

Course Aims

The course aims to prepare students to derive insights from exploration, visualization, and predictive analytics of big authentic data using open-source R programming languages to inform complex business decisions. It integrates data algorithms' ethical and business perspectives as an integrated first-year course.

Relationship to Other Courses

Link to other courses: COMM1190 immediately builds on Evidence-based Problem Solving (COMM1110), which introduces the basic statistical tools and the importance of evidence. Students will also find the analytical skills from COMM1190 useful to deepen their learning from Value Creation (COMM1180) and Organisational Resources (COMM1170)

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Explain how an organisation uses analytical and statistical tools to gain valuable insights.	• PLO1 : Business Knowledge
CLO2 : Apply statistics and data analysis skills to real data sets from a variety of organisations and domains to generate insights in order to make informed decisions.	• PLO2 : Problem Solving
CLO3 : Visualise and analyse data to support arguments that increase comprehension of information, insights and problem solving.	• PLO2 : Problem Solving
CLO4 : Effectively communicate data insights and recommendations to a range of stakeholders.	• PLO3 : Business Communication
CLO5 : Critically evaluate the suitability of data and data sources to identify and analyse business problems.	• PLO2 : Problem Solving
CLO6 : Evaluate ethical implications of organisational use of big data and analytics on stakeholders and society.	• PLO5 : Responsible Business Practice

Course Learning Outcomes	Assessment Item
CLO1 : Explain how an organisation uses analytical and statistical tools to gain valuable insights.	• Individual Report • Final Exam
CLO2 : Apply statistics and data analysis skills to real data sets from a variety of organisations and domains to generate insights in order to make informed decisions.	• Team Assessment • Individual Report • Final Exam
CLO3 : Visualise and analyse data to support arguments that increase comprehension of information, insights and problem solving.	• Team Assessment • Final Exam
CLO4 : Effectively communicate data insights and recommendations to a range of stakeholders.	• Individual Report • Team Assessment • Final Exam
CLO5 : Critically evaluate the suitability of data and data sources to identify and analyse business problems.	• Team Assessment • Final Exam
CLO6 : Evaluate ethical implications of organisational use of big data and analytics on stakeholders and society.	• Team Assessment • Final Exam

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Student learning is framed around an active problem-based learning (APBL) model and a student-centred approach that focuses on problem-solving skills. The APBL model will help students apply concepts and disciplinary knowledge in a practical way; motivating them to seek out a deeper understanding of concepts; self-directed learning; encouraging greater responsibility for their learning; facilitating personal/academic/ professional development, especially changing their mindset from solving problems with a defined answer to providing business solutions to meaningful real-world problems. The course also provides an opportunity to develop critical thinking, problem-solving capabilities, and teamwork and communication skills.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Individual Report Assessment Format: Individual	20%	Due Date: 04/03/2024 03:30 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
Team Assessment Assessment Format: Group	30%		• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice
Final Exam Assessment Format: Individual	50%	Due Date: Exam Period (Date TBA)	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice

Assessment Details

Individual Report

Assessment Overview

In this short individual assignment, you will undertake an exploratory data analysis in the role of a junior consultant. The assessment is designed to develop your exploratory data analysis skills. You will present your findings with the support of data visualisations. So, the assessment task is also designed to develop skills for communicating insights from data.

Assesses: PLO1, PLO2, PLO3

BCom students: myBCom course points for PLO3

Course Learning Outcomes

- CLO1 : Explain how an organisation uses analytical and statistical tools to gain valuable insights.
- CLO2 : Apply statistics and data analysis skills to real data sets from a variety of organisations and domains to generate insights in order to make informed decisions.
- CLO4 : Effectively communicate data insights and recommendations to a range of stakeholders.

Assessment Length

750 Words Equiv.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Team Assessment

Assessment Overview

You will undertake a project as a team applying the key concepts discussed in the course to a real-world scenario. In this assessment, you will explore data using data visualisation techniques and predictive analytics to derive actionable insights that can be used to assist with business decision making. The assessment task is designed to develop teamwork skills within an analytics team and technical skills for analysing data to arrive at decisions and recommendations based on the team's data-generated insights.

Assesses: PLO1, PLO2, PLO4, PLO5

Course Learning Outcomes

- CLO2 : Apply statistics and data analysis skills to real data sets from a variety of organisations and domains to generate insights in order to make informed decisions.
- CLO3 : Visualise and analyse data to support arguments that increase comprehension of information, insights and problem solving.
- CLO4 : Effectively communicate data insights and recommendations to a range of stakeholders.
- CLO5 : Critically evaluate the suitability of data and data sources to identify and analyse business problems.
- CLO6 : Evaluate ethical implications of organisational use of big data and analytics on stakeholders and society.

Assessment Length

2000 Words

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Final Exam

Assessment Overview

The final exam will test your technical competence, problem-solving, and your understanding of the concepts discussed in all weeks of the course.

Assesses: PLO1, PLO2, PLO3, PLO5

Course Learning Outcomes

- CLO1 : Explain how an organisation uses analytical and statistical tools to gain valuable insights.
- CLO2 : Apply statistics and data analysis skills to real data sets from a variety of organisations and domains to generate insights in order to make informed decisions.
- CLO3 : Visualise and analyse data to support arguments that increase comprehension of information, insights and problem solving.
- CLO4 : Effectively communicate data insights and recommendations to a range of stakeholders.
- CLO5 : Critically evaluate the suitability of data and data sources to identify and analyse business problems.
- CLO6 : Evaluate ethical implications of organisational use of big data and analytics on stakeholders and society.

Assessment Length

3-hour online exam

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

General Assessment Information

Additional details will be posted on the course website.

Grading Basis

Standard

Requirements to pass course

To pass the course, you must achieve a final grade of at least 50/100 and submit all three assessments.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Topic	Descriptive Analytics I
Week 2 : 19 February - 25 February	Topic	Descriptive Analytics II
Week 3 : 26 February - 3 March	Topic	Predictive Analytics I
Week 4 : 4 March - 10 March	Assessment	Assessment 1 Due Monday at 3:30 PM.
	Topic	Predictive Analytics II
Week 5 : 11 March - 17 March	Topic	Predictive Analytics III
Week 6 : 18 March - 24 March	Topic	Flexibility Week
Week 7 : 25 March - 31 March	Topic	Experimentation and Research Design I
Week 8 : 1 April - 7 April	Topic	Experimentation and Research Design II
	Assessment	Assessment 2 Due Monday at 3:30 PM
Week 9 : 8 April - 14 April	Topic	Data Communication
Week 10 : 15 April - 21 April	Topic	Analytics in Organisations

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

There is NO set textbook for this course. All required and supplementary readings will be posted on the course site.

Course Evaluation and Development

Following a review based on student feedback, the course has been substantially updated to achieve the following:

1. Create better connections between lecture content, tutorial content, and the assessments

2. Limit overlap with the redeveloped COMM1110. COMM1190 will meaningfully build on COMM1110 so students understand how they can use evidence-based problem-solving with data to find insights and make decisions.

3. Data ethics will embedded throughout the course rather than being a standalone unit.

4. We have expanded predictive analytics to provide greater content depth.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Sam Kirshner		Quad 2101A		Monday 4:00 PM - 5:00 PM	Yes	Yes
	Rajesh Luckn auth					No	No
	Denzil Fiebig					No	No
	Francesco Un golo					No	No

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the key policies and support page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate

capabilities. More information on Coursework PLOs is available on the key policies and support page. For PG Research PLOs, including MPDBS, please refer to the UNSW HDR Learning Outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW Current Students page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW Current Students page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the key policies and support page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.
- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer to this page.

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being

achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.