



# Business School Performance Analytics

## Dashboard Objectives

This comprehensive analytics dashboard provides real-time insights into Bachelor's student academic progression across all courses under Macquarie Business School. It enables data-driven decision-making for **university executives, course directors** and **unit convenors**.



## At a Glance

Key Information about Dashboard

Academic Year  
**2020 - 2025**

Level of Study  
**Bachelor**

Course Owning Faculty  
**Macquarie Business School**

## Dashboard Structure

Dashboard Summary

University Overview

Course Performance

Unit Performance

What-Ifs

## Primary Stakeholders

University Executives

Course Directors

Unit Convenors

Academic Community

## Performance Dashboards

- [Dashboard Summary](#)
- [University Overview](#)
- [Course Performance](#)
- [Unit Performance](#)
- [What-Ifs](#)

### Academic Year - Session

2024 ▼

### Faculty

All ▼

### Course Type

All ▼

### Study Mode

- Full Time
- Part Time
- External
- Internal
- Multi-modal

### Student

- Domestic
- International
- Female
- Male
- Non-binary

[Clear all slicers](#)

## Macquarie Key Metrics

Total Students  
**8.289K**

Total Enrolment  
**49.721K**

Total Units  
**1.014K**

## Student Performance Metrics

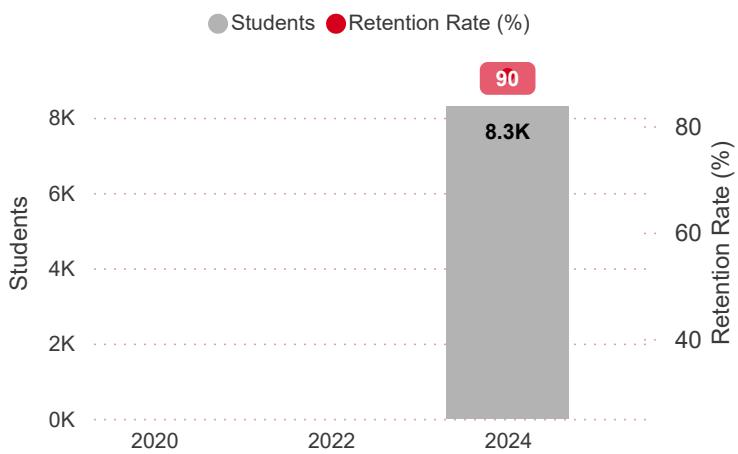
YoY Retention (%)  
**▲ 3.33%**

MQ Retention (%)  
**89.61**

MQ Drop-out (%)  
**8.31**

Fail Rate (%)  
**8.81**

### Total students vs Retention Rate by Year



### Enrolment Performance

Top 1 Course  
C000130: 37.55%

#### Bottom 20 Courses by Total Enrolment

| Course  | Total Enrolment | Enrollment/ Total Enrolment (%) | YoY Total |
|---------|-----------------|---------------------------------|-----------|
| D000375 | 8               | 0.02                            | No PY d   |
| D000390 | 8               | 0.02                            | No PY d   |
| D000484 | 8               | 0.02                            | ▼ +0 stu  |
| D000596 | 8               | 0.02                            | ▲ +1 stu  |
| D000737 | 8               | 0.02                            | No PY d   |

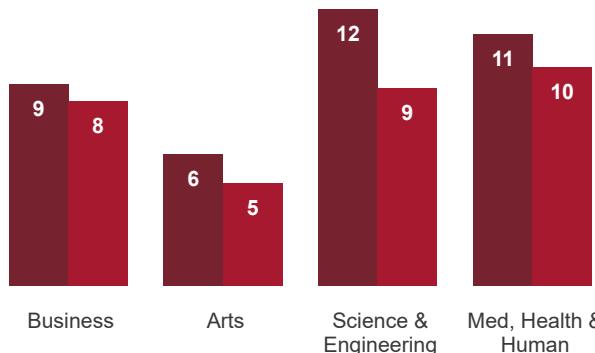
#### Bottom 20 Units by Total Enrolment

| Unit     | Total Enrolment | Enrollment/ Total Enrolment (%) | YoY  |
|----------|-----------------|---------------------------------|------|
| ABST3040 | 1               | 0.00                            | ▼ -1 |
| AFIN7001 | 1               | 0.00                            | No F |
| AFIN7002 | 1               | 0.00                            | No F |
| AHIS1150 | 1               | 0.00                            | ▼ +0 |
| AHIS3102 | 1               | 0.00                            | No F |
| AHIS3150 | 1               | 0.00                            | No F |

### Current Student Performance

#### Fail Rate vs. Drop-Out Rate by Faculty

● Fail Rate (%) ● MQ Drop-out



### Courses by MQ Drop-Out Rate

|                    |
|--------------------|
| No PY data         |
| D000742   100.0%   |
| BGLOBALBUS   50.0% |
| No PY data         |
| D000030   33.3%    |

### Courses by Fail Rate

|                    |
|--------------------|
| ▲ +83.3% vs PY     |
| D000742   100.0%   |
| BGLOBALBUS   28.6% |
| D000482   20.8%    |

### Units by MQ Drop-Out Rate

|                   |
|-------------------|
| ▼ +0.0% vs PY     |
| ANAT1002   100.0% |
| No PY data        |
| GEOP1030   100.0% |
| No PY data        |
| LING1111   100.0% |

### Units by Fail Rate

|              |
|--------------|
| No PY data   |
| COGS1005   % |
| No PY data   |
| CROA2010   % |
| No PY data   |
| MHIS2011   % |
| No PY data   |
| PSYU3332   % |

## Performance Dashboards

- [Dashboard Summary](#)
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- [Course Performance](#)
- [Unit Performance](#)
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## Course Code

- [Macquarie Business School](#)

## Academic Year

- [2024](#)

## Course Type

- [All](#)

## Study Mode

- Full Time
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## Student

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## Course Key Metrics

Total Course Enrolment

**8K**

Retention (Course %)

**82.64**

Retention Trend vs PY

**+8.6%**

## All-Course-Level Performance Metrics

Transfer to Other Course (%)

**18.47**

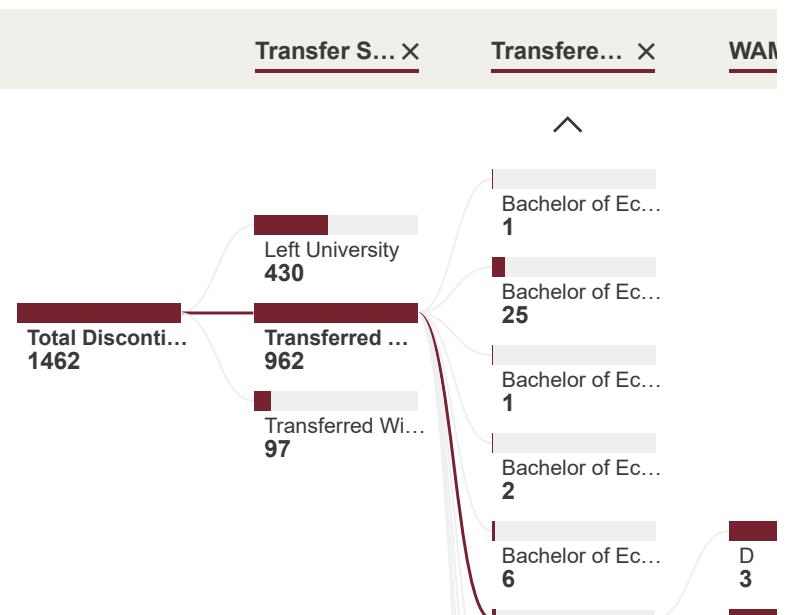
Transfer to Other Course

**-12.1% vs PY**

Average of Years Complete

**3.45**

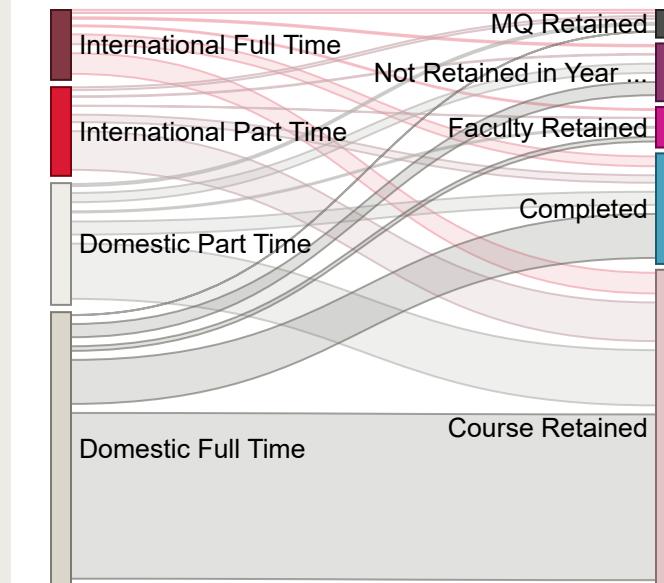
### Where the students go after discontinuing their course?



### Highest % Transfer to Other Courses

| Course Code | Transfer to Other Course (%) |
|-------------|------------------------------|
| D000068     | 50.00                        |
| D000754     | 50.00                        |
| D006268     | 50.00                        |
| D000030     | 33.33                        |
| D006281     | 33.33                        |
| D000380     | 26.09                        |
| D000587     | 25.00                        |
| D000752     | 25.00                        |
| D000016     | 23.08                        |
| D000481     | 21.43                        |
| D006753     | 21.31                        |

### Student Progression: International vs. Domestic



### Top 10 Units by Total Enrolment

| Unit     | Total Enrolment | Enrollment/Total Enrolment (%) | YoY Total Enrolment   |
|----------|-----------------|--------------------------------|-----------------------|
| ACST1001 | 1497            | 3.01                           | ▼ -138 students vs PY |
| STAT1250 | 1480            | 2.98                           | ▼ -352 students vs PY |
| MGMT1002 | 1450            | 2.92                           | ▼ -4 students vs PY   |
| MKTG1001 | 1423            | 2.86                           | ▼ -12 students vs PY  |
| ECON1020 | 1236            | 2.49                           | ▼ -554 students vs PY |
| ACCG1000 | 1187            | 2.39                           | ▼ -482 students vs PY |
| MQBS1010 | 948             | 1.91                           | No PY data            |

### Units with Highest % of Students Passed

| Unit Code | Unit Pass Rate % |
|-----------|------------------|
| MMCC1015  | 100.00%          |
| MQBS3000  | 100.00%          |
| ACCG2050  | 100.00%          |
| COMP1750  | 100.00%          |
| SOCI1000  | 100.00%          |
| MMCC2061  | 100.00%          |
| MKTG3006  | 100.00%          |
| MGMT3906  | 100.00%          |
| FREN1010  | 100.00%          |

**Core**

**Flexi**

| Number of Units with 100% Pass Rate | Number of Units with <50% Pass Rate |
|-------------------------------------|-------------------------------------|
| 257                                 | 572                                 |

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- [What-Ifs](#)

## Unit Code

Business (FACULTY\_SHORT) ... ▾

## Academic Year - Session

2024 ▾

## Retention Level

All ▾

## Study Mode

- Full Time
- Part Time
- Internal
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## Student

- Domestic
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[Clear all slicers](#)

## Finance and Regulation for New Ventures | Key Metrics

Total Enrolment

**50**

Withdrawal Rate (%)

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Exit MQ After Withdrawal (%)

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## Student Performance Metrics

Unit Pass Rate (%)

**92.00**

Unit Fail Rate (%)

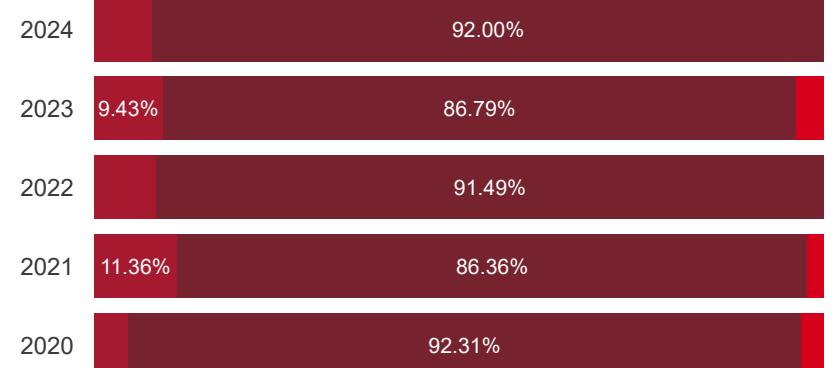
**8.00**

### Student Outcome Distribution

● Failed ● Passed ● Withdrawn

Core

Flexi



### Units by Total Enrolment

| Unit     | Total Enrolment | Enrollment/ Total Enrolment (%) | YoY Total Enrolment  |
|----------|-----------------|---------------------------------|----------------------|
| ACCG2002 | 81              | 13.43                           | ▼ -15 students vs PY |

Units with Enrollment < 0.01%

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Units with < 0.01 Enrollment Progress

1

Units with No Previous Year (PY) Information

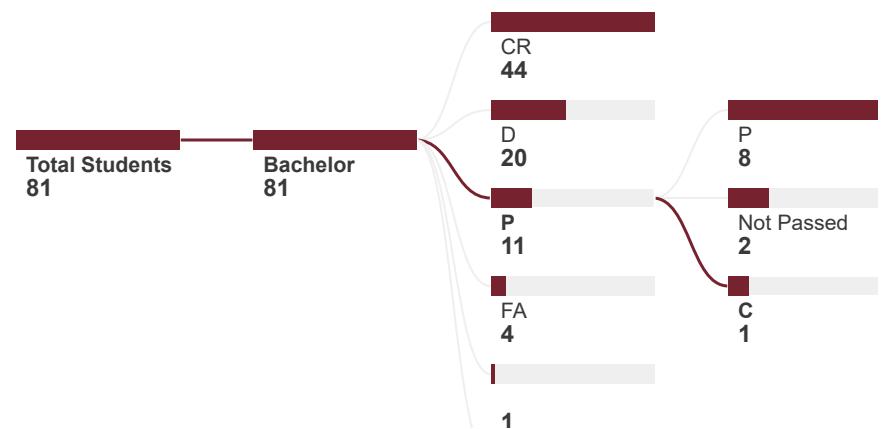
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### Characteristics of a High Achiever

🔒 Study Level

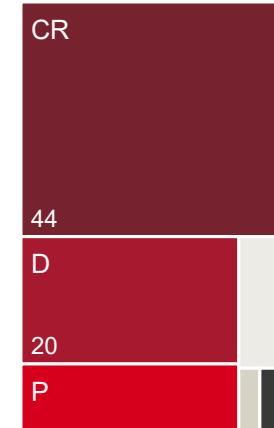
Grade

Current...



### Top 10 Units with Most "F" Grade

| Unit | Total Enrolment | % HD Grades | % F Grades |
|------|-----------------|-------------|------------|
|------|-----------------|-------------|------------|





# Business School Performance Analytics

## Performance Dashboard

Dashboard Summary

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## What this dashboard shows?

This dashboard estimates how different student-support programs help students succeed and stay at university. It shows three programs:

- Supplemental Instruction (SI):** Extra study sessions for tough units
- Structured Mentoring Program:** Peer or academic mentoring support
- Early Alert System:** Identifies and supports struggling students early

## Supplemental Instruction

Drop, Fail, Withdrawn Prevented

**5150**

Effect

43%

Coverage

40%

### Drop, Fail, Withdrawn Students



● Before ● After

## Structured Mentoring Program

Additional Students Retained

**694**

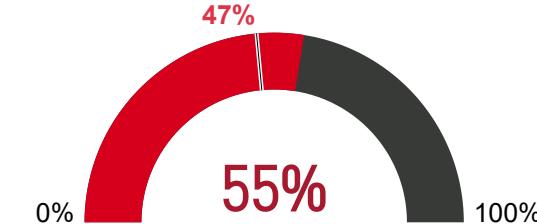
Effect

10%

Coverage

80%

### Retention Rate Impact



### Unit Breakdown Table

| risk_category | Retention Rate Before | Retention Rate After |
|---------------|-----------------------|----------------------|
| High Risk     | 4.91%                 | 12.91%               |
| Medium Risk   | 25.68%                | 33.68%               |

| Year | risk_category | Base Withdrawals | Prevented Withdrawals |
|------|---------------|------------------|-----------------------|
| 2025 | High Risk     | 2124             | 585                   |
| 2025 | Medium Risk   | 113              | 31                    |

## Early Alert System

Withdrawn Students Prevented

**2643**

Effect

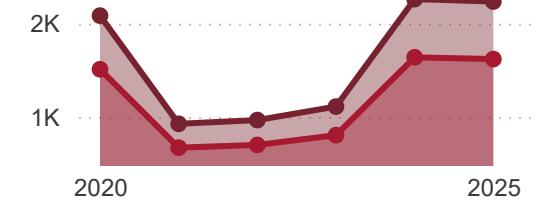
29%

Coverage

95%

### Withdrawals by Cohort Year

● Base Withdrawals ● Simulated Withdrawals



| Year | risk_category | Base Withdrawals | Prevented Withdrawals |
|------|---------------|------------------|-----------------------|
| 2025 | High Risk     | 2124             | 585                   |
| 2025 | Medium Risk   | 113              | 31                    |
| 2024 | High Risk     | 2082             | 574                   |
| 2024 | Medium Risk   | 181              | 50                    |
| 2023 | High Risk     | 908              | 250                   |
| 2023 | Medium Risk   | 204              | 56                    |