



**MONASH** University  
Information Technology

**FIT1006**  
**Business information analysis**

**Unit Guide**

**Semester 1, 2011**

The information contained in this unit guide is correct at time of publication. The University has the right to change any of the elements contained in this document at any time.

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# Table of Contents

<u><a href="#">FIT1006 Business information analysis - Semester 1, 2011</a></u> .....	1
<u><a href="#">Mode of Delivery</a></u> .....	1
<u><a href="#">Contact Hours</a></u> .....	1
<u><a href="#">Workload</a></u> .....	1
<u><a href="#">Unit Relationships</a></u> .....	1
<u><a href="#">Prohibitions</a></u> .....	1
<u><a href="#">Chief Examiner</a></u> .....	1
<u><a href="#">Campus Lecturer</a></u> .....	1
<u><a href="#">Clayton</a></u> .....	1
<u><a href="#">Tutors</a></u> .....	2
<u><a href="#">Clayton</a></u> .....	2
<u><a href="#">Learning Objectives</a></u> .....	2
<u><a href="#">Graduate Attributes</a></u> .....	2
<u><a href="#">Assessment Summary</a></u> .....	3
<u><a href="#">Teaching Approach</a></u> .....	3
<u><a href="#">Feedback</a></u> .....	3
<u><a href="#">Our feedback to You</a></u> .....	3
<u><a href="#">Your feedback to Us</a></u> .....	3
<u><a href="#">Previous Student Evaluations of this unit</a></u> .....	3
<u><a href="#">Required Resources</a></u> .....	4
<u><a href="#">Examination material or equipment</a></u> .....	4
<u><a href="#">Unit Schedule</a></u> .....	4
<u><a href="#">Assessment Policy</a></u> .....	4
<u><a href="#">Assessment Tasks</a></u> .....	5
<u><a href="#">Participation</a></u> .....	5
<u><a href="#">Examinations</a></u> .....	5
<u><a href="#">Examination 1</a></u> .....	5
<u><a href="#">Assignment submission</a></u> .....	6
<u><a href="#">Extensions and penalties</a></u> .....	6
<u><a href="#">Returning assignments</a></u> .....	6
<u><a href="#">Policies</a></u> .....	6
<u><a href="#">Student services</a></u> .....	6

# **FIT1006 Business information analysis - Semester 1, 2011**

This unit is designed to give students an introduction to statistical and quantitative methods within a business-related framework and to provide students with a sound foundation for more advanced statistical and quantitative studies. The unit will provide opportunities for the student to gain skills in the presentation of business and economic data, the use of frequency distributions, measures of central tendency and dispersion, principles of probability, use of probability distributions, sampling theory, estimation, hypothesis testing, regression analysis, the use of indices and forecasting methods.

## **Mode of Delivery**

Clayton (Day)

## **Contact Hours**

2 hrs lectures/wk, 2 hrs laboratories/wk

## **Workload**

For on campus students, workload commitments are:

Students will be expected to spend a total of 12 hours per week during semester on this unit.

- Lecture: two-hour lecture per week
- Tutorial: two-hour tutorial per week

and up to an additional eight hours private study and reading per week.

## **Unit Relationships**

### **Prohibitions**

BUS1100, ETC1000, ETC1010, ETC2010, ETF2211, ETW1000, ETW1010, ETW1102, ETW2111, ETX1100, ETX2111, ETX2121, MAT1097

### **Chief Examiner**

John Betts

### **Campus Lecturer**

#### **Clayton**

John Betts

## Tutors

### Clayton

Dr Oshadi Alahakoon

Mr Asanka Fonseka

Mr Sumith Matharage

## Learning Objectives

At the completion of this unit students will have -  
A knowledge and understanding of:

- typical sources of data such as: market research surveys, mandatory reporting, census and Consumer Price Index, commercial sources;
- sampling techniques, sampling error;
- fundamental statistical concepts such as: probability, mathematical expectation, the Central Limit Theorem, hypothesis testing, correlation and regression.

At the completion of this unit, students will have skills in:

- techniques for basic statistical analysis including: the calculation of summary statistics, graphic display of data including stem-and-leaf plots, boxplots and histograms;
- calculations required for problems based on concepts given in point-3;
- calculation of probabilities by: direct calculation from probability distribution, use of tables and spreadsheets;
- the use of computer software (eg SYSTAT) to perform all statistical techniques covered;
- communicating the results of descriptive statistical analysis through a written report.

## Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:
  - a. engage in an internationalised world
  - b. exhibit cross-cultural competence
  - c. demonstrate ethical values

critical and creative scholars who:

- a. produce innovative solutions to problems
- b. apply research skills to a range of challenges
- c. communicate perceptively and effectively

## Assessment Summary

Examination (2 hours): 60%; In-semester assessment: 40%

Assessment Task	Value	Due Date
Written assignment.	15%	1 April 2011
Test during lecture.	25%	18 April 2011
Examination 1	60%	To be advised

## Teaching Approach

### Lecture and tutorials or problem classes

This teaching and learning approach provides facilitated learning, practical exploration and peer learning.

## Feedback

### Our feedback to You

Types of feedback you can expect to receive in this unit are:

- Informal feedback on progress in labs/tutes
- Graded assignments without comments
- Test results and feedback
- Solutions to tutes, labs and assignments

### Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:

<http://www.monash.edu.au/about/monash-directions/directions.html>

<http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html>

### Previous Student Evaluations of this unit

If you wish to view how previous students rated this unit, please go to

<https://emuapps.monash.edu.au/unitevaluations/index.jsp>

## Required Resources

Students may need to use the university laboratories to access statistical software during private study.

Students will use SYSTAT and Microsoft Excel to perform computer-based statistical calculations. These applications are available in the university's computer laboratories.

## Examination material or equipment

Students are permitted to use calculators in the exam.

## Unit Schedule

Week	Date*	Activities	Assessment
0	21/02/11		No formal assessment or activities are undertaken in week 0
1	28/02/11	Introduction. Surveys and data collection.	
2	07/03/11	Graphical presentation of data. Measures of centre. Measures of dispersion.	
3	14/03/11	Introduction to Excel and SYSTAT. Writing a statistical report.	
4	21/03/11	Correlation and regression.	
5	28/03/11	Introduction to probability. Bayes' Theorem.	Assignment 1: 1 April 2011
6	04/04/11	Binomial and Poisson distributions. The Normal distribution.	
7	11/04/11	Index numbers.	
8	18/04/11	Test during lecture. Introduction to estimation.	Test scheduled: 18 April 2011
Mid semester break			
9	02/05/11	Estimation.	
10	09/05/11	Hypothesis testing.	
11	16/05/11	Hypothesis testing: categorical data. Time series analysis.	
12	23/05/11	Time series analysis.	
	30/05/11	SWOT VAC	No formal assessment is undertaken SWOT VAC

\*Please note that these dates may only apply to Australian campuses of Monash University. Off-shore students need to check the dates with their unit leader.

## Assessment Policy

To pass a unit which includes an examination as part of the assessment a student must obtain:

- 40% or more in the unit's examination, and

- 40% or more in the unit's total non-examination assessment, and
- an overall unit mark of 50% or more.

If a student does not achieve 40% or more in the unit examination or the unit non-examination total assessment, and the total mark for the unit is greater than 50% then a mark of no greater than 49-N will be recorded for the unit

## Assessment Tasks

### Participation

- **Assessment task 1**

**Title:**

Written assignment.

**Description:**

To be advised in lectures.

**Weighting:**

15%

**Criteria for assessment:**

To be advised in lectures. Handout will be available on MUSO.

**Due date:**

1 April 2011

- **Assessment task 2**

**Title:**

Test during lecture.

**Description:**

To be advised in lectures.

**Weighting:**

25%

**Criteria for assessment:**

To be advised in lectures. Sample tests will be available on MUSO.

**Due date:**

18 April 2011

## Examinations

- **Examination 1**

**Weighting:**

60%

**Length:**

2 hours

**Type (open/closed book):**

Closed book

**Electronic devices allowed in the exam:**

Calculators (including Graphing calculators) are allowed in the exam.

## Assignment submission

Assignment coversheets are available via "Student Forms" on the Faculty website:

<http://www.infotech.monash.edu.au/resources/student/forms/>

You MUST submit a completed coversheet with all assignments, ensuring that the plagiarism declaration section is signed.

## Extensions and penalties

Submission must be made by the due date otherwise penalties will be enforced.

You must negotiate any extensions formally with your campus unit leader via the in-semester special consideration process:

<http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html>.

## Returning assignments

Students can expect assignments to be returned within two weeks of the submission date or after receipt, whichever is later

## Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University's academic standards, and to provide advice on how they might uphold them. You can find Monash's Education Policies at:

<http://policy.monash.edu.au/policy-bank/academic/education/index.html>

Key educational policies include:

- Plagiarism  
(<http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html>)
- Assessment  
(<http://www.policy.monash.edu/policy-bank/academic/education/assessment/assessment-in-coursework-p>)
- Special Consideration  
(<http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.h>)
- Grading Scale  
(<http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html>)
- Discipline: Student Policy  
(<http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html>)
- Academic Calendar and Semesters (<http://www.monash.edu.au/students/key-dates/>);
- Orientation and Transition (<http://www.infotech.monash.edu.au/resources/student/orientation/>);  
and
- Academic and Administrative Complaints and Grievances Policy  
(<http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy>)

## Student services

The University provides many different kinds of support services for you. Contact your tutor if you need advice and see the range of services available at [www.monash.edu.au/students](http://www.monash.edu.au/students) The Monash University Library provides a range of services and resources that enable you to save time and be more effective in your learning and research. Go to <http://www.lib.monash.edu.au> or the library tab in my.monash portal



for more information. Students who have a disability or medical condition are welcome to contact the Disability Liaison Unit to discuss academic support services. Disability Liaison Officers (DLOs) visit all Victorian campuses on a regular basis

- Website: <http://adm.monash.edu/sss/equity-diversity/disability-liaison/index.html>;
- Telephone: 03 9905 5704 to book an appointment with a DLO;
- Email: [dlu@monash.edu](mailto:dlu@monash.edu)
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus.

## **READING LIST**

Selvanathan et al, "Australian Business Statistics", Abridged Fifth Edition, Nelson 2011.

A good non-mathematical text is: Statistics Without Tears, Derek Rowntree, Penguin, Harmondsworth, 1981.