UNSW Business School

School of Information Systems and Technology Management

ZZBU6508

Analytics and Consulting

Hexamester 5 2023

Course Outline

Description

This course focuses on the key concepts, practices and issues in engaging and providing analytics-based consulting services, from both the client and the consultant perspectives. The course examines the value proposition of consulting, how consultants engage with organisations and key stakeholders, and how they help analyse and solve business problems. The course seeks to familiarise you with the consulting process, common consulting frameworks and the benefits and limitations related to their use, and current trends in consulting related to the opportunities and challenges brought about by rapidly advancing technologies.

Units of Credit

The course is worth 6 units of credit.

Learning Outcomes

On successful completion of the course, you should be able to:

1. Explain the value proposition of analytics consulting and how it can aid organisations in dynamic market environments.
2. Describe key consulting processes and how to effectively engage with internal and external stakeholders.
3. Analyse and explain how to effectively manage the risks and ethical considerations of consulting engagements.
4. Apply appropriate consulting frameworks and methods for analysing business issues and strategies.
5. Explain how analytics technologies are shaping consulting supply and demand and identify related opportunities and challenges.

Schedule

Date	Week	Topic	Assessment Due
21 Aug	0	Orientation Week	
28 Aug	1	Introduction to business analytics (BA) consulting	
4 Sep	2	Enter an engagement	
11 Sep	3	Stakeholder management	Assessment 1
18 Sep	4	Analyse a business	
25 Sep	5	Trends in BA consulting provision	Assessment 2
2 Oct	6	Trends in BA consulting demand	
9 Oct	7	Project Due	Assessment 3

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Assessment

In order to pass the course, you must:

- achieve a total mark of at least 50;
- meet any additional requirements of the assessment tasks.

The assessment tasks are:

No.	Type	Weight	Due*	Learning Outcomes
1	Case study analysis	25%	Week 3, Monday, 4 pm, 11 Sep	1,2,3,4
2	Case study analysis	25%	Week 5, Monday, 4 pm, 25 Sep	1,2,3,4
3	Report	50%	Week 7, Monday, 4 pm, 9 Oct	1,2,3,4

*All dates and times are Sydney (Australia) dates and times

If you submit after the due date, you will be penalised 5% per day capped at five days (120 hours) from the assessment deadline, after which you cannot submit an assessment unless you have an approved extension through Special Consideration or Equitable Learning Services.

Assessment submissions have a tolerance of +/- 10% for length, meaning your submission length can go over or under the word or time limit by 10%. For example:

- A written assessment that has a 1,000-word limit can be between 900 and 1,100 words without penalty.
- An audio or video assessment that has a 10-minute time limit can be between 9 and 11 minutes without penalty.

Generative AI in teaching and assessment

UNSW accepts the potential of these tools and is excited to explore ways to use AI to enrich your learning experience while maintaining the integrity of our programs and therefore of your degrees. We expect that, as we learn about how best to do this, our policies will adapt.

In *this* course, generative AI software is permitted to be used as follows:

- Assessment 1: Planning assistance
- Assessment 2: Planning assistance
- Assessment 3: Planning assistance

Description of permission levels:

Permission level	Guidance
No assistance	It is prohibited to use any software or service to search for or generate information or answers. If its use is detected, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL ('Fail'), suspension and exclusion.
Simple editing	For this assessment task, you may use standard editing and referencing software, but not generative AI. You are permitted to use the full capabilities of the standard software to answer the

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assistance	question. If the use of generative AI such as ChatGPT is detected, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion.
Planning assistance	As this assessment task involves some planning or creative processes, you are permitted to use software to generate initial ideas. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e. only occasional AI-generated words or phrases may form part of your final submission. It is a good idea to keep copies of the initial prompts to show your facilitator if there is any uncertainty about the originality of your work. If the outputs of generative AI such as ChatGPT form a part of your submission, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion.
Full assistance with attribution	You can use generative AI software in this assessment. Any output of generative software within your assessment must be attributed with full referencing. If the outputs of generative AI such as ChatGPT form part of your submission and is not appropriately attributed, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion. * To cite, for example: OpenAI (2023). ChatGPT. OpenAI. https://openai.com/chatgpt * Please note that the outputs from these tools are not always accurate, appropriate, nor properly referenced. You should ensure that you have moderated and critically evaluated the outputs from generative AI tools such as ChatGPT before submission.

Course Staff
Your teaching staff are:

- Lesley Land, l.land@unsw.edu.au (Course Convenor and Online Lecturer)

Teachers are your main point of contact. Their consultation times will be advised on the course website.

Resources
The website for the course is on Moodle, at: http://moodle.telt.unsw.edu.au. All readings and activities will be available there - no additional materials are required.

Technical Requirements
The course is fully online. You will need:

- A fast and reliable computer (or equivalent device), with an up-to-date operating system
- A fast and reliable internet connection
- The latest version of a modern browser (e.g. Edge, Chrome, Firefox or Safari)
- A reliable way to store your files - either on your computer with a backup routine, or in the cloud (e.g. using Dropbox)

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Learning and Teaching Activities

The course contains a variety of resources and activities that are carefully designed to enhance your learning.

Some activities require you to work and think alone, by reading some text, listening to a recording or watching a video. You might be asked to engage with the material and explore interactive elements by clicking to reveal content, to help you better absorb and process the concepts. Some activities require you to produce work of your own. You might be answering a question, writing code to solve a problem, or posting to a forum, for example. Some activities are assessment tasks, which have been carefully designed to measure how well you have achieved the learning outcomes of the course. Typically, you will get feedback on your work, either from yourself (by checking your work with models that are provided), or from an automatic marking process, or from your peers, or from your teacher.

You also have access to a variety of ways to communicate with your peers and with the teaching staff. The general discussion forums are a place for you to ask and answer questions, to interact with your peers, and to be challenged by your teachers. Getting involved in these forums will enhance your learning experience and make it more enjoyable. Your course may include Webinars, which provide an opportunity to hear directly from your Online Lecturers and ask questions in real time. All webinars are recorded so you can access them at any time. Online Lecturers are available for consultations and will post information about how to access consultations on the course website. You can also contact your Online Lecturer by email using the email address in the teaching staff section of this outline.

It is up to you how much work you do. The more time and effort that you can dedicate to the course, the better will be your learning and your results.

Special Consideration

If illness or other circumstances beyond your control interfere with your assessment performance then you can apply for special consideration, to get an extra opportunity to demonstrate your level of performance.
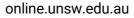
You must make your application online, through the Special Consideration portal on myUNSW. Do not apply to your course teaching staff - they will be notified automatically.

You must apply before the assessment task is due or the exam is held - if you submit the assessment or sit the exam then you are declaring yourself well enough to do so and are unable to subsequently apply for special consideration. If illness or misadventure prevent you from applying in advance, then you must apply as soon as possible, and provide evidence that you could not apply sooner. If you become unwell on the day of the exam, you must provide evidence dated within 24 hours of the exam, with your application.

If your application is successful, then an alternative means of fulfilling the assessment requirements of the course will be provided.

You can read more about special consideration at: https://student.unsw.edu.au/special-consideration.

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Academic Integrity

UNSW values academic integrity and has strict rules against cheating. In particular, it has strict rules against trying to get credit that you don't deserve. Thus, you should not plagiarise - i.e. present someone else's work as if it's your own. This could be the work of an academic, or a peer, or a contract writer, and it includes work of all kinds - exact words, general ideas, designs, drawings, software, and so on. Nor should you recycle your own work - i.e. submit it for credit in multiple courses. UNSW also has strict rules against helping others to cheat - e.g. by giving someone your work to copy, or doing someone's work for them, and so on.

For further information about academic integrity and plagiarism at UNSW go to:
https://student.unsw.edu.au/plagiarism

For information about acknowledging your sources and referencing go to:
https://student.unsw.edu.au/referencing. If you are not sure what referencing style to use in this course, you should ask your Online Lecturer.

Evaluation and Development

Toward the end of the hexamester you will be asked to give feedback about the course, via UNSW's MyExperience survey. Your feedback will be used, along with feedback from other stakeholders, to help improve the course. You can also contact your Course Convenor any time you have suggestions or other feedback.

Quality Assurance

UNSW actively monitors student learning and quality of the student experience in its programs. A random selection of completed assessment tasks may be used for quality assurance, such as determining 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 programs. All material used for such processes will be treated as confidential.