COURSE OUTLINE
BSNS 112
S1 2024

Interpreting Business Data

Paper Description and Aims

ES   0.15 EFTS   OL, OC   18 points

Introduces different types of business decisions and the selection of appropriate quantitative or qualitative techniques to gather data. The characteristics of different types of data, the application of different tools for analysis, interpretation of results and ethical issues are also explored.

R   BSNS 102, STAT 110, STAT115

SC   Commerce

Learning Outcomes

Upon successful completion of this paper, you should be able to:

- To be able to describe different types of business decisions and their associated characteristics.
- To understand the process of business decisions, including the articulation of relevant questions, data collection, data analysis and interpretation.
- To be able to select an appropriate quantitative or qualitative technique to answer a given question, considering its strengths and weaknesses and the characteristics of the data.
- To be familiar with some of the tools used to perform quantitative and qualitative data analysis.
- To be able to interpret critically the result of data analysis.

Teaching Staff

Paper Coordinator/ Lecturer
Name: Warren McNoe
Office: Room 603, 6th Floor, Otago Business School
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Office Hours: To be announced
Economics Reception, 6th floor, will only be open between: **11.00am – 12.00pm**   and   **2.00 – 3.00pm**   daily, unless otherwise advised.

Lecturer
Name: Associate Professor Susan Houge Mackenzie
Office: Room 804, 8th floor, Otago Business School
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Office Hours: By appointment (via email)

Lecturer
Name: Associate Professor Peter Whigham
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Office Hours: To be announced

You should contact Warren McNoe with any administrative enquiries about the paper, e.g. lab session changes, or requests for late submission of assignments.

Course Delivery

Lectures: Monday, Tuesday Wednesday, see eVision for stream and room allocation
Lectures are recorded. See **Blackboard** for lecture notes and lecture recordings.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Computer Lab sessions are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment. Refer to **eVision** for your weekly computer laboratory time. Computer Laboratories start in the second week of the semester, 4 March and run through weekly, ending 3 May. Lab sessions are held in the Otago Business School Computer labs, OBS118, OBS119. In the Labs students work on the techniques needed to solve tasks based on a business case scenario. It is our aim that all students will become proficient and self-sufficient at using SPSS and Excel as statistical tools.
Be aware that OBS119 requires students to bring their own device while in OBS118 students can use desktop computers provided. See Lecture 1 on Blackboard for details.

If you are not streamed or need to change your streamed lab, then please email either Warren (OBS603) warren.mcnoe@otago.ac.nz To change lab stream I require; Name, Student ID, and lab time and room you wish to go into. See BB Computer Labs for lab timetable.

Course Learning Resources

Textbook for **Quantitative Statistics** part of the course (first eight weeks of lectures)

Business Statistics: Australia and New Zealand edition, Selvanathan, Selvanathan, Keller 8th Ed.

New copies of the eighth edition are available at the University Bookshop. There are also many second-hand copies of the third to eighth edition for sale. A reading list for past editions is on **Blackboard**. The textbook and eBook are on reserve in the Central library to use freely.

Access to other online resources will be discuss in lectures with links on Blackboard.

Qualitative Business Research
All readings will be on Close Reserve at the Central Library, see Course Calendar below for details.

Blackboard
Blackboard https://blackboard.otago.ac.nz/ provides you with access to course materials, class notices, and resources. Blackboard is used to email the whole class, so it is important that you check your student email and *Blackboard* regularly.

Student Webmail
IMPORTANT - DO THIS NOW:
Forward your University email address to an email address that you use regularly as follows:

1. Log into your StudentMail account using your student username and password
2. Click **Cog button (top right corner)** > **Options**
3. Under **Account**, select the **Forward your email** shortcut under the **Short Cuts** menu on the right side of the screen**.**
4. Under the Forwarding heading, type in the email address you want your email to be forwarded to. You can also choose to have a copy of these emails kept on your StudentMail account, so please check the box if you would like this.
5. Click the **Start forwarding** button.

Student Desktop
Access your files and applications anywhere, anytime, any device. Log in to the student desktop via the Otago University web page. see link on our computer labs menu on our Blackboard page or search for student desktop or citrix within the Otago University web pages and follow the instructions. This enables you to access the student desktop remotely allowing you to access your files and software applications remotely.

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade
Assignment 1	12 pm Monday 18 March	7.5%
Assignment 2	12 pm Monday 8 April	7.5%
Assignment 3	12 pm Monday 22 April	7.5%
Assignment 4	12 pm Monday 6 May	7.5%
Qualitative Report	5 pm Monday 20 May	20%
Final Examination (2 hours)		50%

Assessment Format

Assignments
Assignments should be submitted electronically, in a pdf format, through the assignment links on BB assignment page. Submit a single file containing your written answers and statistical output as required. Individual assignments are due Mondays by 12 pm.
No Late Statistics Assignments. If you are unable to complete an assessment on time due to illness or other serious circumstances please contact the course administrator, Warren.

Qualitative report (refer to supporting docs online for full requirements and instructions)
Working in pairs, you will conduct a small qualitative research project on a mutually agreed upon topic and write a report. The report should be conducted using the following steps:
- Identify your research question (ensure it is 'open ended', relevant to an organisational context, and can be answered by interviewing people).
- Conduct **two, 20 minute long semi-structured interviews**.
- Transcribe the interview data *verbatim* (word for word) into a word document.
- Each student should then *independently* analyse the data to answer your research question.
- Pairs will then identify key themes that arise from the data analysis and jointly write-up their findings in a single report.

Include the following sub-headings in the report: topic/aim; method; data collection and analysis; results and discussion; and conclusion. Each pair will submit one electronic version of their report, submitted through *Turnitin*. More information about this assessment will be provided online.
Word limit: 2,500 words (excluding references).
Due date: Monday 20 May, 5pm NZ time.
Submission requirements: Submit **one** electronic version per pair through *Turnitin*
Turnitin will check your report for academic integrity and plagiarism.
Referencing Style and Style Guide: APA referencing style: https://apastyle.apa.org/
See Style Guide University Library: https://otago.libguides.com/ld.php?content_id=40971949

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect, and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:
Academic Integrity Policy
http://www.otago.ac.nz/administration/policies/otago116838.html

Student Academic Misconduct Procedures
http://www.otago.ac.nz/administration/policies/otago116850.html

Kaiāwhina Māori | Māori Student Support - Ben Sommerville

Ben is the Kaiāwhina Māori (Māori student support) for Te Kura Pākihi | Otago Business School. He is able to answer any questions you may have about studying here at the University of Otago. He can provide information about scholarships, campus services, pastoral, and financial care. Ben is also here to support those students who are studying away from their whānau, hapū and iwi, to ensure they feel safe and supported. He has a passion for the development of Rangatahi and understands the struggles that can come with academic life.

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Pacific Island Support
Faleviena Faiva
Malo e lelei
Falaviena works part-time in the Dean's Office at the Otago Business School, Division of Commerce. She is of Tongan descent and is one of the Pacific Student Support Facilitator's responsible for all **first-year** Pacific students in the division.
Falaviena is a University of Otago, Humanities and Commerce graduate and is currently completing a Postgraduate Commerce degree in International Business.
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Jekope Ramala Maiono
Bula Vinaka.
Maiono also works part time in the Dean's Office at the Otago Business School, Division of Commerce.
He is of Fijian descent and is the other Pacific Student Support Facilitator responsible for all **second-year** Pacific students in the division.
Maiono is a University of Otago Commerce graduate, also studying a PHD degree in the Division of Humanities.
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Final Examination

A comprehensive **2-hour** multiple-choice examination will be held during the end of semester university examination period 5 June to 19 June.

Learning Outcomes

Learning Outcome	Assessment 1	Assessment 2	Assessment 3	Assessment 4	Qualitative Report	Final Exam
To be able to describe different types of business decisions and their associated characteristics						x
To understand the process of business decisions, including the articulation of relevant questions, data collection, data analysis and interpretation	x	x	x	x		x
To be able to select an appropriate quantitative or qualitative technique to answer a given question, taking into account its strengths and weaknesses and the characteristics of the data	x	x	x	x		x
To be familiar with some of the tools used to perform quantitative and qualitative data analysis	x	x	x	x		x
To enable students to gain a thorough understanding of the techniques relating to qualitative research methods and analysis					x	x
To develop students' written communication skills through guidance of learning and collaborative exercises					x	
To encourage original thinking among students, especially in their approach to academic study					x	
To be able to interpret critically the result of data analysis	x	x	x	x	x	x
Total 100%	7.5%	7.5%	7.5%	7.5%	20%	50%

Course Calendar

Sem. week	Week beginning	Topic	Reading	Notes
1	26 February	Types of information and data; exploring data; visualisation; descriptive statistics.	BS; 2.1, 3-5	Warren McNoe
2	4 March	Introduction to sampling issues. Random variables, probability, probability distributions.	BS; 2.2-2.5 6, 7, 8.1,8.3	Warren McNoe
3	11 March	Statistical inference: hypothesis tests and confidence intervals one sample	BS; 9, 10, 11	Warren McNoe
4	18 March	Statistical inference: confidence intervals two samples	BS; 11, 13	Warren McNoe
5	25 March	Hypothesis tests two samples non-parametric tests;	BS; 20	Warren McNoe
Mid Semester Break 1 to 5 April				
6	8 April	Chi-Square Test of Independence; Multinomial/ Goodness of fit test	BS; 16	Warren McNoe
7	15 April	ANOVA, Linear Regression	BS 15, 17	Warren McNoe
8	22 April	Linear Regression, Correlation, Review	BS; 17	Warren McNoe
9	29 April	Introduction to qualitative research, qualitative data, and paradigms. Sampling, generalisability, power, and ethics. Conducting interviews and focus groups.	Myers, M. D. (2009) *Qualitative Research in Business & Management.* London: SAGE.	A/Prof. Susan Houge Mackenzie
10	6 May	Archival materials and methods. Observation methods. Qualitative data analysis – the manual style	Myers, M. D. (2009) *Qualitative Research in Business & Management.* London: SAGE. Bryman, A. (2015). *Social research methods.* Oxford, UK: Oxford university press	A/Prof. Susan Houge Mackenzie
11	13 May	Qualitative data analysis using computer programs (e.g. Nvivo). Archival research – examples. Emerging qualitative research methods – examples.	Ezzy, D. (2013). *Qualitative analysis.* New York NY: Routledge.	A/Prof. Susan Houge Mackenzie
12	20 May	Forms of data; Issues with data; Real-world data and models; Linear to non-linear modelling; Decision Trees	James, G., et al. (2013) "*An Introduction to Statistical Learning*", Springer NY. Available online via library. Chapters 1-2, 8	A/Prof. Peter Whigham
13	27 May	Non-linear modelling: Artificial Neural networks; Clustering Data	"*An Introduction to Statistical Learning*" Chapter 10.3 (Clustering)	A/Prof. Peter Whigham

Lectures end Friday 2 June
University Exam Period 5 to 19 June

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.