

DIG202 **Bringing Data to Life****School:** School of Business and Creative Industries

2025 | Semester 2

UniSC Sunshine Coast
UniSC Moreton Bay**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?**1.1. Description**

Data is a critical asset of any organisation, yet many people within organisations are unaware of how to effectively use and manage data. This course will equip you with the skills you need to drive business growth through effective data management. You will learn how to ensure that the right data is created, collected, strategically managed, shared, utilised and protected in ways which deliver competitive advantage. Topics covered in this course will include the data lifecycle, master data management, protecting data and gaining maximum value from data.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

- Importance of data in business
- Data collection
- Storing data
- Types of data and analyses
- Managing data
- Exploring data
- Visualising data
- Visualising data with dashboards
- Data strategy
- Data architecture
- Data governance
- Data ethics

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Analyse problems and formulate solutions for businesses using skills in data visualisation and reporting.	Creative and critical thinker
2	Understanding of relevant business policies used for data within a business context.	Knowledgeable
3	Interrogate business data to provide appropriate reporting in a business decision context.	Knowledgeable Creative and critical thinker
4	Apply effective written and digital communication skills in a business context.	Engaged
5	Reflect upon, evaluate and justify the importance of ethical and sustainable approaches to data generation and use, such as creating a digital dashboard.	Ethical Sustainability-focussed

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback will be provided through completion of weekly activities in workshops in addition to the feedback provided through weekly discussion topics that will be available on Canvas. Furthermore, feedback on each assessment will be provided which will be used to help with the following assessment.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral and Written Piece	Individual	20%	3-5 minute video recording (5-10 slides)	Week 5	Online Assignment Submission with plagiarism check
All	2	Artefact - Technical and Scientific, and Written Piece	Individual	40%	1500 words	Week 9	Online Assignment Submission with plagiarism check
All	3	Artefact - Professional, and Written Piece	Individual	40%	1500 words	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Data Transformation Presentation

GOAL:	Present the data transformation process on a given set of data based on business problems.		
PRODUCT:	Oral and Written Piece		
FORMAT:	This is an individual task. Submit a PowerPoint presentation and a recorded video file		
CRITERIA:	No.		Learning Outcome assessed
	1	Analysis of problem and identification of requirements	1
	2	Interrogation of business data.	3
	3	Application of the relevant tools used to interrogate data.	1
GENERIC SKILLS:	Problem solving, Applying technologies, Information literacy		

All - Assessment Task 2: Digital Dashboard

GOAL:	Use of data visualisation tools to create a digital dashboard for an organisation or case.	
PRODUCT:	Artefact - Technical and Scientific, and Written Piece	
FORMAT:	This is an individual task. You are required to submit a digital dashboard using data from a given business case and a report detailing the justification and reflection of the dashboard created.	
CRITERIA:	No.	Learning Outcome assessed
	1 Creation of a digital dashboard solution.	1
	2 Application of relevant data visualisation tools.	1 3
	3 Written communication skills in a business context.	4
	4 Evaluation of ethical and sustainable approaches to data generation and use.	5
	5 Reflect and justify decisions used in creating the digital dashboard.	2 5
GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy	

All - Assessment Task 3: Data Policy Report

GOAL:	Create a data focused policy for a business case.	
PRODUCT:	Artefact - Professional, and Written Piece	
FORMAT:	This is an individual task. You will investigate a data focused policy for a business. You will explore the data that the business collects and examine how this policy might impact the way the business uses, stores, and governs its data. Submit a written report	
CRITERIA:	No.	Learning Outcome assessed
	1 Analysis of the data usage in an existing small/medium business	1
	2 Application of knowledge of business data policies.	2
	3 Communication skills in a business context.	4
GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	S. Christian Albright, Wayne L. Winston	2019	Business Analytics	7th	Mindtap Course List
Recommended	Data Management Association, Deborah Henderson, Susan Earley	2017	DAMA-DMBOK	2nd	DAMA International
Required	Dewey E. Ray	2017	Valuing Data	n/a	Taylor & Francis

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au