

# DIG202 Bringing Data to Life

School: School of Business and Creative Industries

2026 | Trimester 2

UniSC Sunshine Coast UniSC Moreton Bay UniSC Adelaide	<b>BLENDED LEARNING</b>	Most of your course is on campus but you may be able to do some components of this course online.
Online	<b>ONLINE</b>	You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to [unisc.edu.au](http://unisc.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
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	11 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	11 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	11 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	2hrs	Week 1	11 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

## 5.5. Microcredential Information

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

<b>GOAL:</b>	Present the data transformation process on a given set of data based on business problems.		
<b>PRODUCT:</b>	Oral and Written Piece		
<b>AUTHORSHIP STATEMENT:</b>			
<b>FORMAT:</b>	This is an individual task. Submit a PowerPoint presentation and a recorded video file		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	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
<b>GENERIC SKILLS:</b>	Problem solving, Applying technologies, Information literacy		

### All - Assessment Task 2: Digital Dashboard

<b>GOAL:</b>	Use of data visualisation tools to create a digital dashboard for an organisation or case.																		
<b>PRODUCT:</b>	Artefact - Technical and Scientific, and Written Piece																		
<b>AUTHORSHIP STATEMENT:</b>																			
<b>FORMAT:</b>	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.																		
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Creation of a digital dashboard solution.</td><td>1</td></tr><tr><td>2</td><td>Application of relevant data visualisation tools.</td><td>1 3</td></tr><tr><td>3</td><td>Written communication skills in a business context.</td><td>4</td></tr><tr><td>4</td><td>Evaluation of ethical and sustainable approaches to data generation and use.</td><td>5</td></tr><tr><td>5</td><td>Reflect and justify decisions used in creating the digital dashboard.</td><td>2 5</td></tr></tbody></table>	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
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																	
<b>GENERIC SKILLS:</b>	Communication, Problem solving, Applying technologies, Information literacy																		

### All - Assessment Task 3: Data Policy Report

<b>GOAL:</b>	Create a data focused policy for a business case.												
<b>PRODUCT:</b>	Artefact - Professional, and Written Piece												
<b>AUTHORSHIP STATEMENT:</b>													
<b>FORMAT:</b>	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												
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Analysis of the data usage in an existing small/medium business</td><td>1</td></tr><tr><td>2</td><td>Application of knowledge of business data policies.</td><td>2</td></tr><tr><td>3</td><td>Communication skills in a business context.</td><td>4</td></tr></tbody></table>	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
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											
<b>GENERIC SKILLS:</b>	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

You need regular access to the resource(s) below. Many texts are available as ebooks through the [Library](#) at no additional cost.

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. 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>

#### 10.5. 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.

#### 10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)