

Module specification

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Module code	BUS7B47
Module title	Financial Insights and Business Intelligence
Level	7
Credit value	20
Faculty	SLS
HECoS Code	100107
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MBA	Core
MBA Human Resource Management	Core
MBA Marketing	Core
MBA Finance	Core
MBA Project Management	Core
MBA Health Management	Core
MBA Entrepreneurship	Core
MBA Hospitality and Tourism Management	Core
MBA Big Data Analytics	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	23/03/2022
With effect from date	01/09/2022
Date and details of revision	
Version number	1

Module aims

This module aims to develop students' abilities to gain financial insights and business intelligence. This contributes to the sustainable financial wellbeing of commercial or non-profit institutions, that are faced with disruptive competition.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Provide critical insight into the finance functions of an organisation.
2	Undertake appropriate financial analysis and propose strategic recommendations on capital structures, valuation and investment alternatives.
3	Identify and synthesise appropriate techniques to gain financial environment, insights and business intelligence in the big data age.

4	Critically evaluate the financial performance of an organisation.
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Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Essay: Students will complete an essay on a business case study to provide insight into financial functions and analysis enabling a proposal of strategic recommendations. (Word count 2000)

Assessment 2: students will suggest FINTEC solution on a business case to deliver and improve financial environment and business intelligence. (Word count 2000)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 4	Written Assignment	50
2	3	Written Assignment	50

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Indicative Syllabus Outline

The world of financial management and financial planning

Analysing and interpreting financial statements
Making capital investment decisions
Financing a business
The cost of capital and the capital structure and capital investment decision
Making distributions to shareholders and managing working capital
Measuring and managing shareholder values and business mergers and share valuation

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Atrill, P. (2017), *Financial Management for Decision Makers*. 8th ed. London: Pearson Education.

Other indicative reading

Pike, R., Neale, B. and Linsley, P. (2012), *Corporate Finance and Investment: Decisions and Strategies*, London: Pearson.

Binsardi, B. (2009), *Corporate Financial Systems*. London: Northwest Academic Publication.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking

Emotional Intelligence
Communication