

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Financial Insights and Business Intelligence	<b>Level:</b>	7	<b>Credit Value:</b>	20
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<b>Module code:</b>	BUSI703	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre:</b>	GAMP	<b>JACS3 code:</b>	N215
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<b>Trimester(s) in which to be offered:</b>	1, 2	<b>With effect from:</b>	September 17
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<b>School:</b>	Business	<b>Module Leader:</b>	Kelvin Leong
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
MAccFin Accounting and Finance	✓	<input type="checkbox"/>
MBA Business	✓	<input type="checkbox"/>
MBA (Asset Management)	✓	
NBA (International)	✓	

<b>Pre-requisites:</b> None

Office use only

Initial approval August 16

APSC approval of modification (to include MBA suite) January 17

Version 2

Have any derogations received SQC approval?

N/A

**Module Aims**

To develop students' ability of gaining financial insights and business intelligence in which contributing to sustainable financial wellbeing of an organisation in competitive business environment.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Present critical insights of the finance functions in an organisation.	KS1	KS6
		KS2	KS8
		KS3	KS9
2	Apply appropriate financial analysis and make recommendations on capital structures, business valuation and investment alternatives available to an organisation.	KS1	KS6
		KS2	KS7, KS8
		KS3	KS9, KS10
3	Identify appropriate techniques to gain financial insights and business intelligence in the big data age.	KS1	KS5
		KS3	KS6, KS8
		KS4	KS9, 10
4	Critically evaluate financial performance of an organisation.	KS1	KS5, KS6
		KS3	KS7,KS8
		KS4	KS9, KS10

**Derogations**

None

**Assessment:**

Please give details of indicative assessment tasks below.

Assessment 1 requests students to undertake a piece of research into relevant issues within corporate finance.

Assessments 2 requests students to prepare an individual report that applies financial analysis to data sets and information sources. A key component of the assessment will be the interpretation and insight gained from conducting the analysis.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Essay	50%		2,000
2	3, 4	Report	50%		2,000

**Learning and Teaching Strategies:**

According to the learning outcomes, lectures will allow concepts, theories and principles to be outlined. Tutorials and activity-based sessions will provide further use of real world business examples in applying relevant concepts, theories and principles into practice. 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.

**Syllabus outline:**

The roles of finance function  
Capital Structure,  
Investment, financing and dividend policies,  
Cost of Capital,  
Valuation and asset pricing  
Investment appraisal techniques  
Artificial intelligence in financial applications  
Financial visualization  
Financial performance analysis

<b>Bibliography:</b>
<b>Essential reading</b>
Ross, S.A., Westerfield, R.W., Jeffrey, J., & Jordan, B.D. (2016), Corporate Finance, McGraw-Hill Education, 11 <sup>th</sup> Edn, New York.
<b>Other indicative reading</b>
Atrill, P, (2014), Financial Management for Decision Makers, 7th Edition, Pearson Education, Harlow, United Kingdom.
Gitman, L. J., & Zutter, C.J. (2014) Principles of Managerial Finance, 14th Edition, Pearson Education, Harlow
<b>Journals</b>
Journal of Finance
Journal of Corporate Finance
International Journal of Information Management
Management Information Systems Quarterly
<b>Websites:</b>
SAS's Hadoop: <a href="http://www.sas.com/en_us/insights/big-data/hadoop.html">http://www.sas.com/en_us/insights/big-data/hadoop.html</a>
Financial Times: <a href="http://www.ft.com/home/uk">http://www.ft.com/home/uk</a>