

Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	BUS488
Module title	Information Management
Level	4
Credit value	40
Faculty	Faculty of Social and Life Sciences
Module Leader	Dr Kelvin Leong
HECoS Code	100832
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Accounting and Finance (HKIT only)	Option

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	72 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	72 hrs
Placement / work based learning	0 hrs
Guided independent study	328 hrs
Module duration (total hours)	400 hrs

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Initial approval date	02/08/2021
With effect from date	01/09/2021

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Date and details of revision	
Version number	1

Module aims

This module aims to equip students with skills and understandings of business and finance, to stimulate students' awareness of finance functions in driving business success. Embedded in the module content and assessment is the opportunity for students to practice and acquire IT competencies that will serve to enhance their employability and support professional skills building for the future.

1. To outline the genesis and evolution of data analytics and 'big data' in modern business
2. To outline purpose of 'big data' and the uses of data analytics in business including data mining tools and techniques
3. To outline the various sources of data utilised within business, exploring the suitability of analytical tools and tests available
4. To explore and interpret example data sets utilising Microsoft Excel within a business context.

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

1	Identify and apply management and organization concepts in business
2	Explain finance functions and apply basic financial knowledge in business decision making and financial services industry
3	Apprise information technology management for business and the importance of digital transformation
4	Describe the definitions and origins of data analytics in business and big data
5	Develop ability to use data analytic techniques to summarise data in a meaningful way
6	Discuss what data is available to businesses and what analytical tools and tests are available

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.

Indicative Assessment One:

Assessment 1 requires students to undertake a piece of research into relevant issues within the concepts and practices of Data Analytics and Big Data, such as how big data is being used in businesses and its importance (1500 words).

Indicative Assessment Two:

Students are expected to present a portfolio of individual work that applies data analytic techniques to data sets and information sources. A key component of the assessment will be the interpretation and insight gained from conducting the analysis (1500 words).

Indicative Assessment Three:

Students are required to write a 3-hour close-book final examination paper at the end of the semester.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-3	Written Assignment	25%
2	4-6	Portfolio	25%
3	1-6	Examination	50%

Derogations

None

Learning and Teaching Strategies

Learning will focus especially on developing the practical /technical skills required to undertake the computational aspects of the module. This will be achieved by means of lectures, tutorials and directed study. Some lectures may be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises. The tutorials will be very much based around in-class exercises so as to

give the students sufficient 'hands-on' experience. Directed study will allow the students to enhance their understanding of the topics covered.

The module is embedded within the values and practices espoused in the Glyndwr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Indicative Syllabus Outline

1. Introduction to business
2. Management and organization
3. Finance functions in business
4. Introduction to financial services industry
5. Cost concept and CVP analysis
6. Business performance measurement
7. Basics of financial planning
8. Information technology for business
9. Trends of digital transformation
10. Introduction to the definitions of data analytics and 'big data'
11. Introduction to the data sources available and how to assess their appropriateness
12. Introduction to the tools and techniques used in data analytics
13. Basic Microsoft Excel skills
14. Data output interpretation
15. Case study in Business Analytics
16. Benefits and uses of data analytics
17. Benefits and uses of 'Big Data'
18. Case study in 'Big Data'
19. Weaknesses of data analytics and use of 'big data'
20. Analyse the role of e-commerce in Hong Kong and global business environment
21. Explain the meaning and scope of e-commerce and categorise its business models
22. Analyse key security and control issues relating to common e-commerce transactions
23. Analyse hoe e-commerce effects the relationships between entities and their customers
24. Analyse the risks and security of information management
25. Justify the environment of corporate information systems
26. Describe the necessary activities involved in the stages of the systems development life cycle, and identify the role of accountants in these stages
27. Solve the behavioural issues of systems implementation and justify how change management can contribute to successful implementation
28. Compare and contrast the nature and characteristics of e-commerce and e-business as a strategy or business tool
29. Apply information technology applications
- 30.

Indicative Bibliography:

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

Essential Reads

Guidance – where possible there should only be one essential text. If needing more it is suggested that chapters are indicated as these can also be digitised.

Marr, B. (2015) *Big Data: Using Smart Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance*, 1st edition, Wiley.

Implementing E-Commerce Strategies : A Guide to Corporate Success after the

Other indicative readings

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

Turban, E., Pollard, C. and Wood, G. (2015) *Information Technology for Management: Advancing Sustainable, Profitable Business Growth*, 10th Edition, John Wiley & Sons.

Drury C., (2015) *Management and Cost Accounting*, 9th edition, Cengage Learning EMEA.
McLaney, E. (2017) *Business Finance: Theory and Practice* 11th edition, Pearson Education.

Davenport, T.H. (2014), *Big Data at Work: Dispelling the Myths, Uncovering the Opportunities*. Boston: Harvard Business Review Press.

Schmarzo, B. (2012), *Big Data: Understanding How Data Powers Big Business*. Indianapolis, IN: Wiley.

E-commerce 2020-2021, Business, Technology and Society 16Th Edition Global Edition
Paperback – January 1, 2020
by Kenneth Laudon (Author)

Website

www.managers.org.uk – Chartered Management Institution

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. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication