

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS4B8
Module Title	Financial Analytics
Level	4
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100107
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Accounting and Finance	Core
BSc (Hons) Accounting and Finance with Foundation Year	Core

Breakdown of module hours

Learning and teaching hours	54 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	54 hrs
Placement hours	0 hrs
Guided independent study hours	246 hrs
Module duration (Total hours)	300 hrs

Module aims

This module introduces financial analytics to the fundamental principles and techniques used to analyse financial data for informed decision-making. Students will develop a foundational understanding of key financial concepts, basic statistical methods, and data analysis tools commonly applied in financial contexts. Through hands-on experience with spreadsheets and introductory coding platforms, the module equips students with the essential skills to interpret financial information, identify trends, and communicate analytical findings effectively within a business environment.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Apply basic statistical and analytical techniques to examine and interpret financial data using appropriate software tools.
2	Demonstrate an understanding of key financial concepts and how they relate to real-world business and investment decisions.
3	Communicate financial insights and data-driven findings clearly and accurately through written report and visualisation.

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: Presentation on a financial case study that applies analytical techniques on a real-world case study.

Assessment 2: A closed book exam requires students to demonstrate their ability to apply their financial modelling and analytics techniques. (3-hours)

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Presentation	15 minutes	40%	Oral assessment
2	1, 2, 3	Examination	3 hours	60%	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible.

Indicative Syllabus Outline

1. Introduction to financial analytics
2. Basic financial concepts
3. Data types and sources in finance
4. Descriptive statistics for financial data
5. Data visualisation techniques
6. Spreadsheet modelling
7. Introduction to programming for finance
8. Time series analysis Basics
9. Risk and return analysis
10. Forecasting and predictive techniques
11. Ethics and data governance in finance
12. Governance in finance

Indicative Bibliography

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

Essential Reads:

Davenport, T.H. and Harris, J.G. (2017) *Competing on Analytics: The New Science of Winning*. Boston, MA: Harvard Business Review Press.

Jorion, P. (2011) *Financial Risk Manager Handbook*. 6th ed. Hoboken, NJ: Wiley

Other indicative reading:

N/A

Administrative Information

For office use only	
Initial approval date	13/11/2025
With effect from date	01/09/2026



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Date and details of revision	
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