**MODULE SPECIFICATION**

**When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking here.**

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

| | |
|---|---|
| **Module Code:** | CONL720 |

| | |
|---|---|
| **Module Title:** | Business Data Analytics |

| | | | |
|---|---|---|---|
| **Level:** | 7 | **Credit Value:** | 15 |

| | | | |
|---|---|---|---|
| **Cost Centre(s):** | GACP | JACS3 **code**:<br>HECoS code: | I260<br>100755 |

| | | | |
|---|---|---|---|
| **Faculty** | FAST | **Module Leader:** | Bindu Jose |

| | |
|---|---|
| Scheduled learning and teaching hours | 15 hrs |
| Placement tutor support | 0 hrs |
| Supervised learning eg practical classes, workshops | 0 hrs |
| Project supervision (level 6 projects and dissertation modules only) | 0 hrs |
| **Total contact hours** | 15 hrs |
| Placement / work based learning | 0 hrs |
| Guided independent study | 135 hrs |
| **Module duration (total hours)** | 150 hrs |

| **Programme(s) in which to be offered (not including exit awards)** | Core | Option |
|---|---|---|
| MBA Big Data | ✓ | ☐ |

| **Pre-requisites** |
|---|
| None |

**Office use only**
Initial approval: 04/06/2020 Version no: 1
With effect from: 01/09/2020
Date and details of revision: Version no:

| **Module Aims** |
|---|
| This module aims to develop students understanding of data analytics to gain insights about business activities to aid executive decision making. Students will explore a range of techniques and procedures that can be used to explore data, investigating patterns and trends of past business performance to develop predictive models. |

| **Module Learning Outcomes - at the end of this module, students will be able to** | |
|---|---|
| 1 | Synthesise the fundamentals of business data analysis |
| 2 | Synthesise and apply analytical theories and methods |
| 3 | Select, apply, practice and justify insight into data analytical tools and techniques |
| 4 | Critically evaluate business and organisational scenario using industry-standard tools and techniques |

| **Employability Skills**<br>**The Wrexham Glyndŵr Graduate** | **I = included in module content**<br>**A = included in module assessment**<br>**N/A = not applicable** |
|---|---|
| *Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.* | |
| **CORE ATTRIBUTES** | |
| Engaged | I/A |
| Creative | I |
| Enterprising | I |
| Ethical | I |
| **KEY ATTITUDES** | |
| Commitment | I |
| Curiosity | I/A |
| Resilient | N/A |
| Confidence | I |
| Adaptability | N/A |
| **PRACTICAL SKILLSETS** | |
| Digital fluency | I/A |
| Organisation | I/A |
| Leadership and team working | I |
| Critical thinking | I/A |
| Emotional intelligence | N/A |
| Communication | I/A |

| **Derogations** |
|---|
| None |

**Assessment:**

Indicative Assessment Tasks:

The first assessment will be in the form of a portfolio of tasks synthesising both theoretical and practical exercises, combining restricted response questions, practical activities and coursework (1,800-words equivalent). The tasks will provide an opportunity for students to transfer the theoretical knowledge into practical applications. There will be a formative submission during Week 3, with a summative submission during Week 5.

The second assessment will be a 1,200-word report critically evaluating a business scenario using the tools and techniques developed throughout the module.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|---|---|---|---|
| 1 | 1,2,3 | Portfolio | 60% |
| 2 | 4 | Report | 40% |

**Learning and Teaching Strategies:**

The overall learning and teaching strategy is one of guided independent study requiring ongoing student engagement. Online material will provide the foundation of the learning resources, requiring the students to login and engage on a regular basis throughout the eight week period of the module. There will be a mix of suggested readings, discussions and interactive content containing embedded digital media and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

**Syllabus outline:**

1. Introduction To Business Analytics
2. Overview of Data Analysis
3. Decisions Making Process
4. Sampling and Sampling Distribution
5. Data Analysis Theory and Methods
6. Data Analysis Tools and Techniques - Simulation Models

**Indicative Bibliography:**

**Essential reading**

Albright, S.C., Wayne, L., Winston, L. (2020), Business Analytics: Data Analysis & Decision Making 7th Ed.. CENGAGE Learning

**Other indicative reading**

Pinder, J.P. (2017), Introduction to Business Analytics Using Simulation. Academic Press

Journals (available electronically through the library)

IEEE Xplore