

Module specification

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Module code	BUS495
Module title	Business Analytics
Level	4
Credit value	20
Faculty	SLS
Module Leader	Robert Leigh
HECoS Code	100810
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business & Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing & Business	Core
BA (Hons) Business & HRM	Core
BA (Hons) International Tourism & Hospitality Management	Core
BA (Hons) Accounting and Finance Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	36 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	36 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

This module aims to develop a critical and practical understanding of the concepts and principles of analytics and the ability to apply these concepts to the systematic analysis of data within the contemporary business world.

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

1	Explain the main concepts and principles of analytics in the contemporary business world
2	Identify the types and sources of data utilised within business
3	Describe the types of analytical tools and techniques available, exploring their suitability for different types of data
4	Assess the challenges of analytics in terms of the types and volume of data
5	Apply analytical tools and techniques to data sets
6	Define how business can benefit from analytics in terms of strategic decision making

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: An assignment consisting of a describing of the types of data and analytical tools and techniques available to businesses (max word count 1500)

Indicative Assessment Two: An Essay consisting of the application of analytics in a contemporary business setting, using a specific business as an example to support the discussion (max word count 1500)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Essay	50%
2	4,5,6	Case Study	50%

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 the Business Analytics module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying the Business Analytics module will have access to multiple learning opportunities including face to face or 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. 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. This structure will ensure each student understands the current business analytics tools needed that are used in the world of business which are constantly changing in the modern world we live in today.

Indicative Syllabus Outline

1. Introduction – what is analytics?
2. Data – what types of data are available to businesses and how are they used
3. Analytics – what tools and techniques are available
4. The application of analytics to business data
5. The challenges and risks of using analytics within a business context
6. The benefits of analytics for strategic decision making
7. Case studies

Indicative Bibliography:

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

Essential Reads

Adams, R. (2019), *Data Analytics for Businesses 2019: Master Data Science with Optimised Marketing Strategies using Data Mining Algorithms (Artificial Intelligence, Machine Learning, Predictive Modelling and more)*. [no place]: This is Charlotte.

Other indicative reading

Textbooks:

Oehlhorst, F. (2012) *Big Data Analytics: Turning Big Data into Big Money*. Chichester: Wiley.

Marr, B. (2021), *Data Strategy: How to Profit from a World of Big Data, Analytics and the Internet of Things*. 2nd ed. London: Kogan Page.

Siegel, E. (2016), *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*. 2 ed. Chichester: Wiley.

Journals:

Journal of Big Data

Journal of the Royal Statistical Society

Harvard Business Review

Websites:

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.

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