

<b>Module Code:</b>	BUS7B5
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<b>Module Title:</b>	<b>Financial Insights and Business Intelligence</b>
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<b>Level:</b>	7	<b>Credit Value:</b>	15
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<b>Cost Centre(s):</b>	GABP	<u>JACS3</u> code:	N300
		<u>HECoS</u> code:	100107

<b>Faculty</b>	School of Social & Life Sciences North Wales Business School	<b>Module Leader:</b>	Dr Ben Binsardi
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Scheduled learning and teaching hours	15 hrs
Guided independent study	135 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>150 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
Online MBA and MBA with Marketing and HRM	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 30/01/2020

Version no: 1

With effect from: 01/09/2020

Date and details of revision:

Version no:

**Module Aims**

This module aims to develop students' abilities to gain financial insights and business intelligence. This contributes to the sustainable financial wellbeing of commercial or non-profit institutions, that are faced with disruptive competition.

**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	Provide critical insight into the finance functions of an organisation.	KS1	KS6
		KS2	KS8
		KS3	KS9
2	Undertake appropriate financial analysis and propose strategic recommendations on capital structures, valuation and investment alternatives.	KS1	KS6
		KS2	KS7, KS8
		KS3	KS9, KS10
3	Identify appropriate techniques to gain financial environment, insights and business intelligence in the big data age.	KS1	KS5
		KS3	KS6, KS8
		KS4	KS9, KS10
4	Critically evaluate the financial performance of an organisation.	KS1	KS5, KS6
		KS3	KS7, KS8
		KS4	KS9, KS10

**Transferable skills and other attributes**

Written skills, problem solving skills, information technology skills and digital literacy, research skills, learning to learn (managing personal and professional development, self-management) and numeracy skills

## Derogations

None

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1 and 2	<b>Report</b>	35%	1,000 words
2	3	<b>Report</b>	30%	1,000 words
3	4	<b>Report</b>	35%	1,000 words

## Learning and Teaching Strategies:

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. 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 world of financial management and financial planning  
Analysing and interpreting financial statements  
Making capital investment decision  
Financing a business  
The cost of capital and the capital structure and capital investment decision  
Making distributions to shareholders and managing working capital  
Measuring and managing shareholder values and business mergers and share valuation

## **Indicative Bibliography:**

### **Essential reading**

Atrill, P. (2017). *Financial Management for Decision Makers*, Paperback Eighth Edition, London, UK, Publisher: Pearson Education. (£39.40).

### **Recommended reading (textbooks, journals and websites)**

Pike, R., Neale, B. and Linsley, P. (2012). *Corporate Finance and Investment: Decisions and Strategies*, London, UK, Publisher: Pearson.

Binsardi, B. (2009). *Corporate Financial Systems*, London, UK, Publisher: Northwest Academic Publication, ISBN: 978-0946881529.

### **Financial Management: Theory and Practice's website:**

<https://www.cengage.co.uk/books/9781473729605/>

### **Managerial Economics in a Global Economy's website:**

<http://global.oup.com/us/companion.websites/9780199397129/>