

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:	ONL705
---------------------	--------

Module Title:	Finance Insights and Business Intelligence
----------------------	--

Level:	7	Credit Value:	15
---------------	---	----------------------	----

Cost Centre(s):	GABP	JACS3 code:	N300
		HECoS code:	100107

Faculty	FSLS	Module Leader:	Dr Ben Binsardi
----------------	------	-----------------------	-----------------

Scheduled learning and teaching hours	15 hrs
Total contact hours	15 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	✓	<input type="checkbox"/>
MBA Human Resource Management	✓	<input type="checkbox"/>
MBA Marketing	✓	<input type="checkbox"/>
MBA Finance	✓	<input type="checkbox"/>
MBA Project Management	✓	<input type="checkbox"/>
MBA Health Management	✓	<input type="checkbox"/>
MBA Entrepreneurship	✓	<input type="checkbox"/>
MBA Cyber Security	✓	<input type="checkbox"/>
MBA Big Data	✓	<input type="checkbox"/>
MBA Psychology	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 25/01/2019

Version no: 3

With effect from: 06/03/2019

Date and details of revision: 15.7.19 addition of extra MBA titles

Version no:

June 2020 addition of extra MBA titles and administrative updates

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.

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

1	Provide critical insight into the finance functions of an organisation
2	Undertake appropriate financial analysis and propose strategic recommendations on capital structures, valuation and investment alternatives.
3	Identify appropriate techniques to gain financial insights and business intelligence in the big data age.
4	Critically evaluate the financial performance of an organisation.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
<i>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.</i>	
CORE ATTRIBUTES	
Engaged	A
Creative	I, A
Enterprising	I, A
Ethical	N/A
KEY ATTITUDES	
Commitment	A
Curiosity	A
Resilient	A
Confidence	A
Adaptability	A
PRACTICAL SKILLSETS	
Digital fluency	I, A
Organisation	I, A
Leadership and team working	N/A
Critical thinking	I, A
Emotional intelligence	I, A
Communication	I
Derogations	
None	

Assessment:

Indicative Assessment Tasks:

A partial example of a past student's paper, with a C pass mark, will be provided.
(Please watch the online lectures - Week seven).

Assessment Number	Learning Outcomes to be Met	Type of Assessment	Weighting (%)
1	1, 2	Report (1,000 words)	35%
2	3	Report (1,000 words)	30%
3	4	Report (1,000 words)	35%

Learning and Teaching Strategies:

1) Online (pre-recorded) video lectures will critically outline general concepts, theories and principles. Students will be given a hyperlink to the video, so that they can watch the video at their own learning pace.

2) Online (pre-recorded) video seminars and activity-based sessions will use real-life examples to bridge relevant theories with practice. These online seminars are a useful platform to focus on a particular topic.

3) Either online quizzes or online discussion participation through a Twitter discussion board will be used to encourage and stimulate students' learning progression.

4) The spirit of online learning is that students will be encouraged to undertake self-directed study and further research on selected topics, to acquire additional perspectives that will provide them with a deeper understanding of the topics covered.

Syllabus outline:

The module will be delivered over seven weeks:

- Week 1: The roles of finance function and capital structure.
- Week 2: Financial performance analysis.
- Week 3: Investment, financing and dividend policies.
- Week 4: Cost of capital, valuation and asset pricing.
- Week 5: Investment appraisal techniques 1
(Payback period, accounting rate of return and discounted payback period)
- Week 6: Investment appraisal techniques 2
(Net present value, internal rate of return and sensitivity analysis) .
- Week 7: Financial environment, big data and market structures.

Indicative Bibliography:

Essential reading

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

Recommended reading (textbooks, journals and websites)

Binsardi, B. (2009). *Corporate Financial Systems*, London, UK, Publisher: Northwest Academic Publication, ISBN: 978-0946881529.
(An out-of-print textbook; complimentary chapters will be provided electronically).

Brigham, E., Ehrhardt, M. and Fox, R. (2016). *Financial Management: Theory and Practice*, London, UK, Publisher: Cengage Learning, ISBN: 978-1473729605

Salvatore, D. (2015). *Managerial Economics Principles and Worldwide Applications*, International Eighth edition, Oxford, UK, Publisher: Oxford University Press, ISBN: 100195326997.

Holmes, D. E. (2017). *Big Data: A Very Short Introduction*, Oxford, UK, Publisher: Oxford University Press, ISBN: 10-0198779577.

Nagirikandalage, P. and Binsardi, B. (2017). '*Inquiry into the Cultural Impact on Cost Accounting Systems (CAS)*', *Managerial Auditing Journal*, Vol. 32, No. 4-5, pp. 46399, Online ISSN: 0268-6902, Publisher: Emerald Group.

Treptow, E. (2014). '*Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean*', *Journal of Business and Finance Librarianship*, Vol. 19, No. 2, pp. 172-74, ISSN: 0896-3568.

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/>