

# Prifysgol Wreccsam Wrexham University

## Module specification

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Module Code	ONL705
Module Title	Finance Insights and Business Intelligence
Level	7
Credit value	15
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
MBA (Online)	Core
MBA Human Resource Management (Online)	Core
MBA Marketing (Online)	Core
MBA Finance (Online)	Core
MBA Project Management (Online)	Core
MBA Health Management (Online)	Core
MBA Entrepreneurship (Online)	Core
MBA Big Data (Online)	Core
MBA Cyber Security (Online)	Core
MBA Psychology (Online)	Core

### Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	<b>15 hrs</b>
Placement hours	0 hrs
Guided independent study hours	135 hrs
<b>Module duration (Total hours)</b>	<b>150 hrs</b>

## Module aims

This module aims to develop your capabilities 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. This module will enhance your knowledge in using finance and finance tools to make informed business decisions, ensuring visibility of financial operations and its use in competitive advantage.

## 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	Demonstrate appropriate financial analysis (capital structure)
3	Identify appropriate techniques to gain financial insights and business intelligence in the big data age.

## 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:

Undertake **a simulation project**, by applying the concept of investment appraisal techniques to a real-life situation.

Students will be given a set of data to be analysed (Appendix 1). Students are also required to critically discuss the detailed advantages (strengths) and disadvantages (weaknesses) of each method of investment appraisal. Data calculation can be done in Excel or SPSS. By undertaking this simulation, students become accustomed to solving real-life problems.

Assessment 2:

Assessment 2 requires you to prepare **a critical report** that applies a financial performance analysis method to any company of students' own choice. (Note: many companies publish their annual financial statements and annual accounting reports online such as HSBC, KPMG and others). A key component of the assessment will be the student's ability to correctly conduct the financial interpretation and gain refreshed insight from the analysis.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1	Written Assignment	800	40%	N/A
2	2, 3	Written Assignment	1,200	60%	N/A

## Derogations

*None*

## Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content 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.

## Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

## Indicative Syllabus Outline

The roles of finance function and capital structure.

Financial performance analysis.

Investment, financing and dividend policies.

Cost of capital, valuation and asset pricing.

Investment appraisal techniques 1

Investment appraisal techniques 2

Financial environment and market structures

Financial environment and sustainability

## Indicative Bibliography

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

Essential Reads:

Atrill, P. (2024). *Financial Management for Decision Makers*, 10th Ed, London, UK, Publisher: Pearson Education.

Other indicative reading:

Nagirikandalage, P. and Binsardi, B. (2017). 'Inquiry into the Cultural Impact on Cost Accounting Systems (CAS) in Sri Lanka', *Managerial Auditing Journal*, Vol. 32, No. 4-5, pp. 463-499. DOI: 10.1108/MAJ-02-2016-1313.

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, DOI: 10.1080/08963568.2014.883252.

**Administrative Information**

<b>For office use only</b>	
Initial approval date	25/01/2019
With effect from date	06/03/2019
Date and details of revision	07/2019 Additon of programme titles 06/2020 Additon of programme titles 01/2026 AM2 Modification to assessment strategy and updates to module aims, learning outcomes, syllabus and bibliography 02/26 Administrative correction to Learning strategy and removal of formative assessment.
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