# ROBERT GORDON UNIVERSITY ABERDEEN

## This Version is No Longer Current
The latest version of this module is available here

## MODULE DESCRIPTOR

### Module Title

Business Analytics

| | | | |
|---|---|---|---|
| Reference | BS2011 | Version | 1 |
| Created | April 2018 | SCQF Level | SCQF 8 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | | ECTS Points | 7.5 |

### Aims of Module

To enable students to develop an appreciation for the value of data for business decisions and provide them with a foundational knowledge of key developments in information systems, digital technology and big data

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

| | |
|---|---|
| 1 | Compare and contrast different types (structured and unstructured) of information systems. |
| 2 | Understand the current issues and developments in the use of digital technologies, big data and data analytics. |
| 3 | Demonstrate an understanding of the key approaches to data creation, data mining and data sharing. |
| 4 | Understand the challenges of using big data and data analytics within a business context. |
| 5 | Evaluate the importance of big data and how it can be used to add value and underpin organisational success. |

### Indicative Module Content

Information systems, unstructured and structured data, developments in digital technologies, use of big data and data analytics, approaches to data mining/data storage/data sharing, data visualisation techniques, value of big data for business decisions.

### Module Delivery

Key concepts are introduced and illustrated through lectures and directed reading. The understanding of students is tested and further enhanced through interactive tutorials.

### Indicative Student Workload

| | Full Time | Part Time |
|---|---|---|
| Contact Hours | 33 | N/A |
| Non-Contact Hours | 117 | N/A |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 150 | N/A |
| *Actual Placement hours for professional, statutory or regulatory body* | | |

## ASSESSMENT PLAN

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

### Component 1

| | | | | | |
|---|---|---|---|---|---|
| Type: | Examination | Weighting: | 100% | Outcomes Assessed: | 1, 2, 3, 4, 5 |
| Description: | This module will be assessed 100% by exam. | | | | |

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The calculation of the overall grade for this module is based on 100% weighing of C1. An overall minimum grade D is required to pass the module.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|:---:|---|
| **A** | 70% or above |
| **B** | 60-69% |
| **C** | 50-59% |
| **D** | 40-49% |
| **E** | 35-39% |
| **F** | 0-34% |
| **NS** | Non-submission of work by published deadline or non-attendance for examination |

### Module Requirements

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|---|---|
| Prerequisites for Module | None. |
| Corequisites for module | None. |
| Precluded Modules | None. |

## INDICATIVE BIBLIOGRAPHY

| | |
|---|---|
| 1 | FITZENZ, J. and MATTOX, J., 2014. *Predictive analytics for human resources*. Hoboken, New Jersey: John Wiley & Sons. |
| 2 | SPONDER, M. and KHAN, G.F., 2017. *Digital analytics for marketing*. London: Routledge. |
| 3 | STUBBS, E., 2014. *Big data, big innovation : enabling competitive differentiation through business analytics*. Hoboken, New Jersey : John Wiley & Sons. |
| 4 | WILLIAMS, S., 2016. *Business intelligence strategy and big data analytics : a general management perspective*. Cambridge, MA: Elsevier. |