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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
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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

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.