MODULE DESCRIPTOR

Module Title

Business Analytics

Reference	BS2011	Version	3
Created	August 2021	SCQF Level	SCQF 8
Approved	July 2019	SCQF Points	15
Amended	August 2021	ECTS Points	7.5

Aims of Module

To enable students to develop an appreciation of how data analytics is used for business decisions and the challenges of designing a data management strategy.

Learning Outcomes for Module

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

1	Describe the different types of data and information systems found in business and the infrastructure of big data analytics information systems.
2	Identify the issues,developments and challenges of big data, data analytics and digital technologies.
3	Discuss the key elements and processes required for the design of a successful big data programme strategy and implementation plan.
4	Explain how big data and data analytics have the potential to add value within the modern business environment.
5	Apply tools such as Tableau and Microsoft Power BI to build a visualisation from given data sets.

Indicative Module Content

Different types of digital data and information systems; data sources and how data is captured; models for data management strategy, policies and processes; data visualisation; data storage and databases; the practicalities of data management and the segregation and separation of data for analysis from production data.

Module Delivery

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

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	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:	Coursework	Weighting:	20%	Outcomes Assessed:	5
Description:	Practical task using data analysis tools.				

Component 2

Type:	Examination	Weighting:	80%	Outcomes Assessed:	1, 2, 3, 4
Description:	Closed book examination.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 80% weighting of C2 examination and 20% weighting of C1 - coursework components. An overall minimum grade D is required to pass the module.

		Coursework:						
		A	**B**	**C**	**D**	**E**	**F**	**NS**
	A	A	A	A	B	B	E	
	B	B	B	B	B	C	E	
Examination:	**C**	B	C	C	C	D	E	
	D	C	C	D	D	D	E	
	E	D	D	D	E	E	E	
	F	E	E	E	F	F	F	
	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.