MODULE DESCRIPTOR

Module Title

Data Analytics For Business Decisions

Reference	CB2336	Version	2
Created	February 2024	SCQF Level	SCQF 8
Approved	July 2018	SCQF Points	30
Amended	April 2024	ECTS Points	15

Aims of Module

This module provides students with an insight into the world of Data and Business Analytics. This includes data analytics processes, data resources, advantages as well as limitations of data analytics. Students will also learn key concepts and terminologies of data analytics, and statistics for informed business decisions. Students will also be introduced to other analytics concepts which include predictive analytics, clustering & segmentation.

Learning Outcomes for Module

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

1	Demonstrate a detailed understanding of Data Analytics, its advantages and limitations
2	Understand the contexts and applications of Data Analytics
3	Analyse data by applying statistical models and techniques.
4	Apply data analytics to business problems

Indicative Module Content

Understanding data analytics, concepts, terminologies, advantages and limitations; a data-driven strategy to business problems; statistics for business analytics. Understanding and applying the data analytics lifecycle (CRISP-DM) to business problems. The module engages with UNESCO's Education for Sustainable Development Critical thinking, Strategic, Normative and Integrated problem-solving competencies, enabling students to analyse complex systems, question norms, practices and opinions, reflect on their values and perceptions, and apply different problem-solving frameworks to complex problems.

Module Delivery

The module is delivered via workshops, case studies, lab tutorials, and online exercises.

Module Ref:	CB2336 v2

Indicative Student Workload	Full Time	Part Time
Contact Hours	48	N/A
Non-Contact Hours	252	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	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:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Portfolio Assessment comprising of an analytics workflow and reflective commentary				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

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

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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	THEOBALD, O. (2019): Data Analytics For Absolute Beginners: A Deconstructed Guide to Data Literacy. Independently Published, United States.
2	THEOBALD, O. (2020): Statistics for Absolute Beginners: A Plain English Introduction. Independently Published, United States.
3	PROVOST, F. and FAWCETT, T. (2013). *Data science for business.* Sebastopol, CA: O'Reilly Media
4	BROWN M. (2014): Data Mining for Dummies. Hoboken, NJ: John Wiley & Sons.