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MODULE DESCRIPTOR

Module Title

Data Analytics For Business Decision-making

Reference	CB3050	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	March 2020	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

This module prepares students to understand the principles of data and business analytics. Using real-life scenarios, students will learn to apply analytics processes, algorithms and methodologies to business problems; and transform data for making informed business decisions.

Learning Outcomes for Module

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

1	Demonstrate an understanding of CRISP-DM and all stages of the Data Mining Life Cycle
2	Analyse a range of data types
3	Approach business problems data-analytically
4	Apply business analytics tools to generate business insights
5	Present data in an appropriate format for a range of stakeholders

Indicative Module Content

Understanding the data analytics and data mining lifecycle (CRISP-DM); the roles and responsibilities in business analytics; data-driven strategy and data preparation. A broad overview of key concepts and principles including: descriptive analytics and predictive analytics. The ability to present data in an appropriate format.

Module Delivery

The module is delivered in a blended mode through online self-study materials and supported workshops.

Indicative Student Workload	Full Time	Part Time
Contact Hours	N/A	12
Non-Contact Hours	N/A	138
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	N/A	150
Actual Placement hours for professional, statutory or regulatory body		

Module Ref:	CB3050 v1

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, 5
Description:	Portfolio Assessment composed of a Business Report and Reflective Commentary				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D

Module Grade	Minimum Requirements to achieve Module Grade:
A	Excellent - Outstanding Performance
B	Commendable/Very Good - Meritorious Performance
C	Good - Highly Competent Performance
D	Satisfactory - Competent Performance
E	Borderline Fail - Failure Open to Condonement
F	Unsatisfactory - Fail
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	Brown M. Data Mining for Dummies. Hoboken, NJ: John Wiley & Sons; 2014.
2	Pierson L. Data Science. 2nd edition. Hoboken, NJ: For Dummies; 2017.
3	Provost F, Fawcett T. Data Science for Business. Beijing: O?Reilly; 2013.
4	Wendler T, Gro?ttrup S. Data Mining with SPSS Modeler: Theory, Exercises and Solutions.
5	Winston W, Albright S. Business Analytics: Data Analysis & Decision Making. 7th edition. Mason: South-Western; 2019.
6	Acharya S, Chellappan S. Pro tableau: a step-by-step guide: Apress, 2017.