

## MODULE DESCRIPTOR

### Module Title

Business Analytics Project

Reference	CB3066	Version	3
Created	February 2024	SCQF Level	SCQF 9
Approved	October 2018	SCQF Points	30
Amended	April 2024	ECTS Points	15

### Aims of Module

To provide the student with the opportunity to integrate knowledge and skills gained through the course to a self-selected project which links to an industry-based case study or consultancy requirement.

### Learning Outcomes for Module

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

- 1 Develop a plan to achieve specified objectives in response to client needs.
- 2 Produce professional outputs that respond to client needs effectively.
- 3 Apply in a practical context, the knowledge, understanding and skills developed in the taught elements of the course.
- 4 Reflect critically on your existing learning skills and knowledge and how new professional skills should be acquired to maximise employability.

### Indicative Module Content

This project is a major piece of self-study, requiring students to demonstrate their ability to understand, analyse, apply and evaluate relevant business analytics and digital marketing concepts and applications. Students will generate conclusions and practical outputs in response to a self-selected business problem. It is envisaged that the majority of projects tackled will be live client consultancy projects, however, purely conceptual pieces of work are also acceptable. This module engages students with UNESCO's Education for Sustainable Development competencies including the Integrated Problem Solving, Normative and Strategic competencies in terms of developing independent innovative actions, solving complex problems with frameworks and reflecting on the norms and values of actions.

### Module Delivery

The module will be delivered via guided supervision, workshops, online resources and online exercises.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	8	N/A
Non-Contact Hours	292	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	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:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Portfolio Assessment comprising of a reflective report and professionally presented practical outputs for the chosen client				

**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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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 CHAFFEY, D. and ELLIS-CHADWICK, F., 2016. *Digital Marketing*. 6th ed. New Jersey: Pearson. Available as Ebook.
- 2 CHAFFEY, D. and SMITH, P., 2017. *Digital Marketing Excellence*. New York: Routledge.
- 3 CHARLESWORTH, A., 2018. *Digital Marketing: A Practical Approach*. 3rd ed. Oxon: Routledge.
- 4 DODSON, I., 2016. *The Art of Digital Marketing: The definitive guide to creating strategic, targeted and measurable online campaigns*. New Jersey: Wiley & Sons Inc.
- 5 LOON, M., ed., 2016. *Professional practice in learning and development: how to design and deliver plans for the workplace*. London: Kogan Page.
- 6 RIES, E., 2011. *The Lean Startup: How constant innovation creates radically successful businesses*. London: Portfolio/ Penguin.
- 7 SHIVAKUMAR, S.K., 2018. *Complete Guide To Digital Project Management: From Pre-Sales To Post-Production*. New York: Apress. Available as Ebook.
- 8 WICKHAM, L. and WILCOCK, J., 2016. *Management Consulting: delivering an effective project*. 5th ed. Harlow: Pearson Education Limited.