

MODULE DESCRIPTOR

Module Title

Data Visualisation For Business Analytics

Reference	CBM206	Version	2
Created	February 2024	SCQF Level	SCQF 11
Approved	July 2018	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

This module focuses on data visualisation and visual analytics. Students design and create visualisations and dashboards to explore data and to visualise data for different audiences.

Learning Outcomes for Module

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

- 1 Evaluate and manage data sources for data visualisation
- 2 Critically appraise different types of data visualisation and the contexts within which they may be applied
- 3 Apply data visualisation tools and techniques to explore, analyse and present data
- 4 Synthesise data sets and sources.
- 5 Develop data visualisation dashboards for self-serve analytics

Indicative Module Content

Principles of data visualisation; aesthetics; visual perception; data preparation and evaluation; data representation; visualisation workflow; chart types; data-driven storytelling; blending and joining data; visual analytics; interactivity; dashboard design; self-serve analytics; ethics of visualisation.

Module Delivery

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

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<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, 5

Description: The module will be assessed through a portfolio of data visualisations, dashboards and an accompanying reflective report.

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 ACHARYA, S. and CHELLAPPAN, S. (2017). *Pro Tableau*. New York: Apress
- 2 COSTELLO, T. and BLACKSHEAR, L. (2020). *Prepare your data for Tableau : a practical guide to the tableau data prep tool*. California : Apress
- 3 FEW, S. (2012). *Show Me The Numbers*. Burlingame, CA: Analytics Press
- 4 KNAFLIC, C. (2015). *Storytelling with data*. New Jersey: Wiley
- 5 MURRAY, D. (2016.). *Tableau your data!*. Indianapolis: Wiley
- 6 SHANKAR, A. (2021). *Tableau for business users : learn to automate and simplify dashboards for better decision making*. Berkeley, CA : Apress L.P.
- 7 TUFTE, E. (2001). *The visual display of quantitative information*. (2nd ed). Cheshire, Conn: Graphics Press