

MODULE DESCRIPTOR

Module Title

Business Analytics			
Reference	CM2127	Version	1
Created	February 2024	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 Distinguish the different types of data found in businesses and the infrastructure required to process this data.
- 2 Report on the challenges expected when managing and analysing data.
- 3 Plan a data mining project to provide value within a business environment.
- 4 Use analysis tools to build visualisations from given data sets.

Indicative Module Content

Different types of digital data; 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; 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 content is enhanced and reinforced through interactive labs.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	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: A report that describes the student's data handling process, with appropriate data visualisation.

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 Agbinya, J. I. (2020) Applied Data Analytics - Principles and Applications. River.
- 2 Sahay, A. (2020) Business analytics, volume II: A data driven decision making approach for business. Sterling Forest: Business Expert Press.
- 3 Kusleika, D. (2021) Data visualization with excel dashboards and reports. Nashville, TN: John Wiley & Sons.
- 4 Gordon, K. (2022) Principles of Data Management: Facilitating information sharing. 3rd edn. Swindon: BCS, The Chartered Institute for IT.