Module specification

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Module code	BUS5A23
Module title	Business Intelligence
Level	5
Credit value	30
Faculty	Glyndŵr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Law
Module Leader	Edward Wilson
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management	Core
BA (Hons) Business Management (Marketing)	Core
BA (Hons) Business Management (Entrepreneurship)	Core
BA (Hons) Business Management (Human Resource Management)	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	55 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**55 hrs**
Placement / work based learning	0 hrs
Guided independent study	245 hrs
Module duration (total hours)	**300 hrs**

Module aims

The module is designed to provide a foundational knowledge of Business Intelligence (BI) and how businesses can harness the benefits of BI by combining business analytics, data mining, data visualisation tools and organisations IT (Information Technology) infrastructure to make more data-driven decisions.

Students will appreciate the importance of having a bird's eye view of organisational data comprehensively placed on a dashboard. This data helps the organisation make informed decisions, respond quickly to environmental changes, and helps eliminate issues that arise from delayed decision making.

The module aims to:

- Provide students with the concepts of decision making, an understanding of managing and interpreting data and information using data visualisation tools for effective business decisions.
- Explain the concepts and components of Business Intelligence (BI) in relation to decision support systems whilst highlighting industry approaches, tools, and techniques adopted by organisations to fulfil their needs.
- Support students on how to evaluate choose and apply appropriate BI tools in relation to the business needs.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Explain the concepts and components of Business Intelligence (BI) and discuss the role BI can play in supporting businesses and their decision-making.
2	Evaluate the suitability of BI technological tools for organisational needs.
3	Interpret and present data and information to support decision-making.
4	Apply the fundamental concepts and techniques in data visualisation for decision-making.

Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module.

Indicative Assessment 1: Will take the form of an individual report in which students will respond to given tasks/case studies (2,000 words).

Indicative Assessment 2: Will take the form of an individual presentation with submission of slides (10 minutes + slides; 2,000 words equivalent in total).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Report	50%
2	3, 4	Presentation	50%

Derogations

None

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 1-hour lecture, 2-hour seminars and 2-hour workshops.

Additional recorded lectures may also be provided through the VLE.

Lectures provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.
- MS Excel, Tableau Public

Indicative Content

- Relationship between data, information and knowledge
- The use of data and information in decision making
- Types of data and information used in decision making
- The impact of organisational and legal frameworks on the use of data and information in decision making
- The impact of stakeholder needs on the collection, analysis and interpretation of data and information for decision making
- Criteria used for selection of data and information
- Tools and techniques for analysing, managing and interpreting data and information to support decision making
- Information Systems - Knowledge Management Systems & Decision Support Systems
- Data warehouse
- Data access, analytics, and presentation
- Business progress metrics (KPIs)
- Methods of presenting data and information used for decision making
- Data visualization principles, common errors, overview of online data visualisation tools
- Data dashboarding, reporting, infographics etc.
- Overview of BI tools for the business
- Techniques for selecting and evaluating BI tools
- Basics of MS Excel, Tableau Public and Canva.

Indicative Bibliography:

Essential reading

- Turban, E., Sharda, R., Delen, D. (2016) *Business Intelligence and Analytics: Systems for Decision Support, Global Edition*, 10th Edition. Pearson.

Other indicative reading

- Resources available from CMI Management Direct
- Vora, Sejal. (2019) *The Power of Data Storytelling*, SAGE Publications, .
- Wexler, Steve, (2017) *The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios*, John Wiley & Sons, Incorporated..
- Fortino, Andres. (2020) *Data Visualization for Business Decisions: A Laboratory Notebook*, Mercury Learning & Information.
- Sharda, R., Delen, D. and Turban, E., (2016). *Business intelligence, analytics, and data science: a managerial perspective*. Pearson.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged

Creative
Enterprising
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and team working
Critical Thinking
Emotional Intelligence
Communication