Module specification

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Module code	ONL401
Module title	Business Analytics
Level	4
Credit value	20
Faculty	Social and Life Sciences
Module Leader	Kelvin Thomas
HECoS Code	100810
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) Management, Accounting and Finance	Core
BBA (Hons) Business Administration	Core

Pre-requisites

Students must have studied ONL405 Introduction to Management and Business before commencing this module.

Breakdown of module hours

Type of module hours	Amount
Learning and teaching hours	20 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	**180** hrs
Placement / work based learning	0 hrs
Guided independent study	0 hrs

Type of module hours	Amount
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	12/08/2020
With effect from date	04/01/2021
Date and details of revision	
Version number	1

Module aims

This module aims to develop a critical and practical understanding of the concepts and principles of analytics and the ability to apply these concepts to the systematic analysis of data within the contemporary business world.

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

1	Explain the main concepts and principles of analytics in the contemporary business world
2	Identify the types and sources of data utilised within business
3	Evaluate the types of analytical tools and techniques available, exploring their suitability for different types of data
4	Assess the challenges of analytics in terms of the types and volume of data
5	Apply analytical tools and techniques to data sets
6	Define how business can benefit from analytics in terms of strategic decision making

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Indicative Assessment One: An assignment consisting of a critical analysis of the types of data and analytical tools and techniques available to businesses (max word count 500)

Indicative Assessment Two: A case study requiring the application of data analytic techniques to data sets and information sources (max word count 500)

Indicative Assessment Two: An assignment consisting of a critical analysis of the application of analytics in a contemporary business setting, using a specific business as an example to support the discussion (max word count 1000)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Written Assignment	25%
2	3,5	Written Assignment	25%
3	4,6	Written Assignment	50%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. The assessments for this module will enable the student to apply their knowledge of business analytics in a variety of formats – namely an essay, a case study and a report, in order to give the students a practical application of their knowledge.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range of digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a help-line for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

 - Introduction – what is analytics?
- Data – what types of data are available to businesses and how are they used
- Analytics – what tools and techniques are available
- The application of analytics to business data
- The challenges and risks of using analytics within a business context
- The benefits of analytics for strategic decision making

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads
Adams, R. (2019) *'Data Analytics for Businesses 2019: Master Data Science with Optimised Marketing Strategies using Data Mining Algorithms (Artificial Intelligence, Machine Learning, Predictive Modelling and more)'*.

Other indicative reading
Ohlhorst, F. (2012) *'Big data analytics. [electronic resource] : turning big data into big money'*. Wiley.

Marr, B. (2017) 'Data Strategy: How to Profit from a World of Big Data, Analytics and the Internet of Things', Kogan Page.

Siegel, E (2016) 'Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die', 2 Edn. Wiley.

Journals:

Journal of Big Data

Journal of the Royal Statistical Society

Harvard Business Review

Websites:
www.managers.org.uk – Chartered Management Institution

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. Click here to read more about the Glyndwr Graduate attributes

Core Attributes
Engaged

Key Attitudes
Commitment
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Communication