

Business Data Analytics

Module Code:	OIM7032-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	6
Laboratory	12
Directed Study	158

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To enable you to gain knowledge and develop skills on business data analytics. This course focuses on the uses of data analytics techniques within business and management contexts, using commercially and contextually relevant software, tools and techniques.

Outline Syllabus

The module will cover topics such as:

- * Introduction to business data analytics
- * The significance of data analytics to businesses.
- * Big Data and Social Network Analytics
- * Types of data analytics and Business Intelligence tools

- * Data-driven Decision-Making for Businesses
- * Use of specialist software for analytics (e.g. SAS)
- * Legal and ethical issues surrounding data gathering, use and management

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 Critically appraise the significance and role of data analytics for businesses.
- 2 Critically evaluate and reflect on data analytics methods for businesses.
- 3 Evaluate and interpret data soundly; synthesise data to enhance decisions and conclusions.
- 4 Develop competency in the use of business analytics tools, resultant outputs and report writing.

Learning, Teaching and Assessment Strategy

Learning will be directed, supported and reinforced through a combination of lectures, computer labs and tutorials, discussion groups, as well as directed and self-directed study. Formative assessment will be provided throughout the course. To assess against Learning Outcomes, a coursework report as described in the assessment section below will be used. Appropriate feedback will be given for both elements of the assessment in accordance to the faculty required standards.

Summative assessment - You will undertake a company/business analysis report based on secondary data analysis.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Formative	Coursework	Formative feedback will be provided on the draft outline of summative assessments.	0-300 words	%	No
Summative	Coursework	Company/business analysis report	3000-4000 words	100%	Yes

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).