

Module Details	
Module Title	Big Data Analytics for Business
Module Code	OIM5015-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Operations and Information Management
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Laboratories	12
Online Lecture (Synchronous)	24
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
To enable you to gain knowledge and develop skills on basic concepts of Big Data analytics. This module focuses on equipping learners with main building blocks for managing and implementing a typical Big Data project in business. It will also provide students with the opportunity to explore Big Data analytics tools and understand how they are applied.

Outline Syllabus
Introduction to Big Data and intelligence; Big Data structures; Data capturing and ICT architecture; Big Data project lifecycle; Business needs for Big Data analytics; Uses of Big Data analytics.

Learning Outcomes	
Outcome Number	Description
01	Understand the basic concepts of Big Data and its importance to business competitiveness.
02	Critically appraise the significance of each step in a Big Data business project.
03	Evaluate and interpret Big Data soundly; synthesise data to enhance decisions and conclusions.
04	Gain competence in technology 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, directed and self-directed study. Formative assessment will be provided throughout the course. Appropriate feedback will be given for these elements of the assessments in accordance to the faculty required standards. To assess against learning outcomes, a group presentation, coupled with an individual reflective report, will be used as described in the assessment section below. Supplementary assessment if required will be to deliver an individual presentation (pro-rata) and reflective report.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual Report	N/A	70%
Summative	Presentation	Group Presentation; SUPPLEMENTARY Presentation	15 mins	30%
Formative	Presentation	Formative feedback on draft of presentation	2.5 minutes equivalent	N/A
Formative	Coursework	Formative feedback on draft reflective report	400 words	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.