

Module Details	
Module Title	Big Data Analytics for Business
Module Code	OIM5015-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Laboratories	14
Lectures	22
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.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Report 2500 words	70%
Summative	Presentation	Group Presentation (15 Mins) SUPPLEMENTARY Presentation	30%
Formative	Presentation	Formative feedback on draft of presentation. 200 words	N/A
Formative	Coursework - Written	Formative feedback on draft report. 300 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.

© University of Bradford 2021

<https://bradford.ac.uk>