

Module Details	
Module Title	Applied Business Analytics and Simulation
Module Code	OIM6014-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	24
Laboratories	12
Directed Study	164

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

Module Aims
This module aims at equipping students with various uses of Business Analytics methods in different business contexts and introduces prescriptive analytics approaches. The module will focus on simulation prescriptive analytics as a complementary approach to other descriptive and predictive approaches studied. You will be equipped with the building blocks of simulation design and implementation. This is in addition to the main approaches of data optimization.

Outline Syllabus
Industry 4.0 Analytics Social Media Analytics Conceptual model building Main components of dynamic models Discrete Event Simulation Agent Based Simulation

Learning Outcomes	
Outcome Number	Description
01	Understand the various application areas of Business Analytics.
02	Gain basic understanding of Business simulation and its connection to the rest of the organisation.
03	Develop and evaluate a complete simulation model in relation to realising business analytical problems.
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. To assess against the learning outcomes, an individual coursework report on a comprehensive simulation study relating to a specific business context will be used as described in the assessment section below. Appropriate feedback will be given for both elements of the assessment in accordance to the faculty required standards.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework	Report	100%
Formative	Coursework	Formative feedback will be provided on the drafts and will be discussed throughout. 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.