

Module Details	
Module Title	Big Data Analytics for Business (In Company)
Module Code	OIM5017-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Laboratories	14
Lectures	12
Directed Study	174

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. The module content will also support the development of mapped Knowledge, Skills and Behaviours, as set out in the relevant apprenticeship standard, and highlighted in the syllabus below.

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
1	Understand the basic concepts of Big Data and its importance to Business competitiveness
2	Critically appraise the significance of each step in a Big data business project
3	Evaluate and interpret Big data soundly; synthesise data to enhance decisions and conclusions.
4	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. Coursework will involve an element of reective writing 1. On campus, face to face teaching over a block week. This will be a mix of lectures, lab sessions, and seminars. 2. An element of distance learning between face to face sessions. for this 20-credit module this will consist of 2 x one-hour sessions run as assessment workshops to allow you to seek clarity on assessment criteria, feedback on assessment progress and interact with fellow apprentices regarding the assessment. 3. Work based learning. You will be set tasks based on applying on-going learning to your work experience. The above will also be supported by on-line resources and specific support from the sponsoring organisation as appropriate. During directed study you will be expected to read for further knowledge gain and complete work-based tasks and research to help develop your individual coursework and collect relevant evidence that you can apply to the skills and behaviours associated with this subject area and the standard.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Assignment (4000 Words)	100%

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.