BIC5002-B module descriptor	
Module Title	Business Forecasting and Analysis
Credit Level	20 credits (FHEQ Level 5)
Session	2026/7 academic year
BDA occurrence	Semester 2 available at University of Bradford

Transparency notice

This specification for module code BIC5002-B has been generated automatically in advance of the academic year 2026/7. Every effort has been made to ensure that the information is accurate at the time of publication, but changes permitted by our Student Contract Terms and Conditions could be made in the interval between publishing and commencement of teaching; where changes impact the terms and conditions of an applicant's or student's offer, these are communicated to them as soon as possible.

BIC5002-B module aims

This module develops students' ability to analyse business data, identify trends and apply forecasting techniques to inform strategic decisions. Topics include time series analysis, regression modelling, demand forecasting and interpreting data outputs using digital tools such as Excel. Students learn how to handle uncertainty, assess the reliability of forecasts and communicate their findings to non-specialist audiences. The module prepares students to use evidence-based methods to support planning and performance in a range of business contexts, and to engage critically with data-led decision-making in their final-year studies and beyond.

BIC5002-B module learning outcomes

No.	Students completing the module will be able to:
01	Understand and explain forecasting methods used in business decision-making.
02	Apply forecasting tools and techniques to real data and assess their business implications.
03	Evaluate forecasting outcomes critically and communicate results in appropriate formats.
04	Collaborate in teams to develop and present forecasting projects using digital tools.

BIC5002-B module outline syllabus

* Introduction to business forecasting and decision-making
* Role of data and uncertainty in business planning
* Time series analysis: trends, seasonality and cycles
* Regression analysis and correlation
* Forecasting methods: moving averages, exponential smoothing
* Evaluating forecast accuracy and reliability
* Use of Excel for data analysis and modelling
* Communicating quantitative findings to business stakeholders
* Ethical use of data in forecasting and decision-making

"This module aligns with the Framework for Higher Education Qualifications (FHEQ) at Level 5, supporting students in developing analytical, problem-solving and communication skills expected at this stage of undergraduate study. It is designed in line with the QAA Subject Benchmark Statement for Business and Management, which emphasises the importance of quantitative methods, digital literacy and data-informed decision-making in modern business contexts.

The module also reflects relevant aspects of the UK Quality Code for Higher Education, particularly in relation to assessment and inclusive learning. The use of real-world business scenarios and digital tools ensures students are developing applied skills in forecasting and analysis consistent with industry expectations for business graduates."

* Interpreting forecasts in strategic and operational contexts

For more information, visit the VLE (**Canvas**) page, go to our **Reading Lists webpage for this module** or search **https://bradford.rl.talis.com** for this module.

BIC5002-B module notional learning hours

- 150 hours Directed Study
- 50 hours Tutorials

The overall expected hours may include contact time, scheduled learning activity, directed and independent study and any minimum expectations for placement learning. Most learning at the University of Bradford has some online content and sessions which are delivered fully by virtual means are labelled as "online".

BIC5002-B module learning, teaching and assessment

Teaching is delivered through interactive workshops and tutor-guided seminars that combine theoretical explanation with hands-on data analysis using Excel. Students work through practical forecasting tasks using real-world scenarios and datasets, supported by worked examples, peer discussion and formative feedback. A focus on developing confidence with numeracy and analytical thinking is embedded throughout. Independent study includes structured exercises, video tutorials and guided reading to consolidate learning. Regular feedback supports students in preparing for the exam and in presenting data-driven insights clearly and accurately.

This module is assessed through a data-driven individual test and a group presentation, designed to complement each other and ensure coverage of all four learning outcomes.

The data analysis test (60%) is based on a business dataset provided in Excel. Students complete a timed test involving a series of structured tasks requiring application of forecasting techniques, data interpretation, critical evaluation of model effectiveness and presentation of findings. This task assesses students' ability to work independently with data and produce evidence-based conclusions under time pressure.

The group presentation (40%) is directly linked to the same dataset used in the test. Working in teams, students re-analyse the data, develop a forecasting solution and deliver a professional presentation of their findings to a non-specialist audience. This promotes collaboration, digital literacy and communication skills while reinforcing core forecasting concepts.

Formative assessment includes worked examples, Excel modelling practice, peer feedback on draft presentations and tutor guidance. This ensures students have multiple opportunities to develop and refine their skills before final assessment.

Referral assessments will mirror the original tasks as closely as possible. In the case of a group presentation, if an individual student requires a referral, they will complete an adapted version of the task independently, designed to assess the same learning outcomes while acknowledging the change in format.

BIC5002-B mode of assessment

Type	Mode	Assessment description	Weight
Summative	Examination - practical/laboratory	Individual data analysis test based on Excel dataset.	60%
Summative	Presentation	Group presentation based on the same dataset.	40%

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