

Module Details	
Module Title	Business Data Analytics
Module Code	OIM7502-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Online Lecture (Synchronous)	6
Online Seminar (Synchronous)	2
Seminars	4
Laboratories	12
Lectures	18
Directed Study	158

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

Module Aims
To enable you to gain knowledge and develop skills on business data analytics. This course focuses on the uses of data analytics techniques within business and management contexts, using commercially and contextually relevant software, tools and techniques.

Outline Syllabus
<p>The module will cover topics such as:</p> <ul style="list-style-type: none"> <li>* Introduction to business data analytics</li> <li>* The significance of data analytics to businesses.</li> <li>* Big Data and Social Network Analytics</li> <li>* Types of data analytics and Business Intelligence tools</li> <li>* Data-driven Decision-Making for Businesses</li> <li>* Use of specialist software for analytics</li> <li>* Legal and ethical issues surrounding data gathering, use and management</li> </ul>

Learning Outcomes	
Outcome Number	Description
01	Critically appraise the significance and role of data analytics for businesses.
02	Critically evaluate and reflect on data analytics methods for businesses.
03	Evaluate and interpret data soundly; synthesise data to enhance decisions and conclusions.
04	Develop competency in the use of business analytics tools, resultant outputs and report writing.

Learning, Teaching and Assessment Strategy
<p>Learning will be directed, supported and reinforced through a combination of online lectures, online and face to face analytical workshops and tutorials, discussion groups, as well as directed and self-directed study. Formative feedback is provided in the tutorials and lectures.</p> <p>You will undertake a company/business analysis report based on secondary data analysis. This coursework report assesses you to the Learning Outcomes. Appropriate feedback will be given for both elements of the assessment in accordance to the faculty required standards. Formative assessment will be provided throughout the course and through the formative coursework.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Company/business analysis report (3000 words)	100%
Formative	Not assessed	Formative feedback will be provided on the draft outline of summative assessments. 300 words	N/A

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*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.*