

Module Details	
Module Title	Business Data Analytics
Module Code	OIM7502-B
Academic Year	2023/4
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Laboratories	14
Lectures	12
Seminars	10
Directed Study	164

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

Module Aims
To provide knowledge and skills on techniques and procedures to perform the continuous exploration, iteration, and investigation of business data, for insights to improved business decision-making. This module emphasis on data analytics techniques (e.g. descriptive and predictive analytics) within business and management contexts, using commercially and contextually relevant software (e.g. SAS), tools and techniques.

Outline Syllabus

The module will cover business data analytics concepts and methods, including the significance of data analytics to businesses, and practical application of the following:

- Descriptive analytics
- Data visualization
- Bi-variate statistical analyses (e.g. correlation test, chi-square test)
- ANOVA
- Predictive analytics (e.g. Simple/multiple linear regression)
- Data analytics and Business Intelligence tools
- Data-driven Decision-Making for Businesses
- Big Data and Social Network Analytics
- Use of specialist software for analytics (e.g. SAS)
- Legal and ethical issues surrounding data gathering, use and management.

Learning Outcomes

Outcome Number	Description
1	Provide critical awareness of the nature of significance and role of data analytics for businesses to stimulate appreciation on their value in business decision making.
2	Apply techniques for data analysis and modelling, including statistics and predictive analytics.
3	Demonstrate knowledge and understanding on usage of data analytics tools for complex business decisions.
4	Communicate findings effectively to specialist and non-specialist audiences.

Learning, Teaching and Assessment Strategy

Learning will be supported and reinforced through a combination of lectures, lab sessions and seminars, as well as self-directed study.

You will undertake a company/business analysis report based on secondary data analysis. This coursework report assesses you to the Learning Outcomes. Larger groups of students may be assessed through examinations and group assignments along with individual pieces of work. Appropriate feedback will be given for all elements of the assessment in accordance to the faculty required standards.

Formative assessment will be provided throughout the course. Formative feedback is provided in the tutorials and lectures, and will be available for a draft outline (up to 600 words) of the written summative assessment.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Examination - MCQ	60 minutes: Closed-book examination with multiple choice questions	30%
Summative	Coursework - Written	Group Report (4000 words) + recorded presentation 7 minutes	70%

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.

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