Liverpool John Moores University

Title:	BUSINESS INTELLIGENCE AND ANALYSIS
Status:	Definitive
Code:	**5001BUSCO** (117124)
Version Start Date:	01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
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Academic Level:	FHEQ5	**Credit Value:**	24	**Total Delivered Hours:**	65
Total Learning Hours:	240	**Private Study:**	175		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Tutorial	45

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	Test	Practical data analysis in-lab assessment	50	1
Report	Report	Report of 2,000 words (business intelligence and analysis).	50	

Aims

The module aims to develop students' understanding of various intelligence strategies and the role of business information and data modelling in improving business performance and decision making.

Learning Outcomes

After completing the module the student should be able to:

1 Demonstrate understanding of the role of business intelligence, competitive intelligence and market intelligence in business decision making and the measurement of competitors or markets.
2 Identify, evaluate and exploit a range of business data, information sources and advanced business research techniques to deliver rudimentary business, market and competitive intelligence reports.
3 Demonstrate basic business intelligence tools, methods and models.
4 Deploy an extended practical knowledge of IT and demonstrate its role in measuring and modelling business performance.
5 Utilise workflow modelling techniques to analyse, explain and improve business processes.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

In-lab test 1 2 3

Report 4 5

Outline Syllabus

Business metrics and measurement
Data analysis, interpretation and transformation
Business modelling and analysis
Spreadsheet software, databases and tools
Specialist information sources
Competitive Intelligence (CI)
Business Intelligence (BI)
Market Intelligence (MI)
Workflow modelling

Learning Activities

Lectures complemented by extended lab sessions.

Notes

Notes will be posted on Blackboard