Business Analytics

Module Information

2022.01, Approved

Summary Information

Module Code	5005LBSBW
Formal Module Title	Business Analytics
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To learn and use valuable analytics skills, and to understand the need for analytics in the modern workplace and the systems that enable this.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Use adequate analytic tools and techniques to transform business data into actionable insight
MLO2	2	Justify the use of a particular analytic approach and communicate its managerial implications to a non-technical audience.
MLO3	3	Use appropriate data visualisation techniques to illustrate and articulate how modern companies are using business intelligence to solve old problems in new ways and pursue new opportunities.

Module Content

Outline Syllabus	Business analytics landscape, Need for/uses of Business Analytics, Techniques and softwareTime series analysis, Ethics and data, Visualisation, Storytelling with data, Big data, Machine Learning (ML) and Artificial Intelligence (AI), Design considerations, Human centred design of analytics.
Module Overview	
Additional Information	This module will cover bias in data and ML/AI, GDPR and use data that addresses sustainability, decarbonisation, and EDI issues as much as possible. Also referring to the content of the various BW programmes to keep it relevant and current.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Christina Phillips	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings