

## Liverpool John Moores University

Title: BUSINESS INFORMATION AND ANALYSIS  
Status: Definitive  
Code: **5043BUSIS** (108218)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Christopher Taylor	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 120  
**Private Study:** 96

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Workshop	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS1	Practical analysis project	50.0	1.00
Report	AS2		50.0	

### Aims

*Enable students to identify and exploit a range of business information sources*  
*Enable students to analyse business data and information using a range of analytical models and methods*  
*Develop students' knowledge of the decision making process and general business strategy*  
*Enable students to evaluate various systems used for the management and presentation of business information*  
*Develop student skills in presenting business information*

*Develop students' knowledge of the legal and ethical issues impacting on business information management*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and exploit information sources in order to meet specific business needs
- 2 Use appropriate analytical models to gain business insight from internal and external data / information sources
- 3 Critically evaluate issues surrounding the use of business information
- 4 Present findings effectively in a variety of formats

## Learning Outcomes of Assessments

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

in-lab test	1	2	4	
report	1	2	3	4

## Outline Syllabus

*Introduction to the role of information in business decision making*  
*Introduction to data mining / data warehouses / data visualisation*  
*Internal and external information sources*  
*Analytical models and methods*  
*Introduction to relevant information systems and tools*

## Learning Activities

Lectures complimented with tutorials and practical workshops

## References

<b>Course Material</b>	Book
<b>Author</b>	Davenport, T.H. & Harris, J.G.
<b>Publishing Year</b>	2007
<b>Title</b>	Competing on Analytics
<b>Subtitle</b>	The new science of winning
<b>Edition</b>	
<b>Publisher</b>	Harvard Business School Press
<b>ISBN</b>	9781422103326

<b>Course Material</b>	Book
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<b>Author</b>	Chaffey, D. & Wood, S.
<b>Publishing Year</b>	2005
<b>Title</b>	Business Information Management
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	0273686550

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### Notes

The module is assessed via two applied assessments