

Liverpool John Moores University

Title: Business Intelligence
Status: Definitive
Code: **6209COMP** (128009)
Version Start Date: 01-08-2021

Owning School/Faculty: Computer Science and Mathematics
Teaching School/Faculty: Computer Science and Mathematics

Team	Leader
Alessandro Raschella	Y
Mark Taylor	

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	22
Practical	11
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case study modelling	100	

Aims

To apply data analysis approaches to business problems using statistical and machine learning approaches.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the technological and statistical options available for solving business problems.
- 2 Identify and apply appropriate statistical techniques and machine learning approaches to business problems using a suitable software application.

Learning Outcomes of Assessments

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

Case study modelling	1	2
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Outline Syllabus

Statistical modelling
Data acquisition
Sampling
Data preparation
Data Cleaning
Data warehousing
Assumption testing for statistical modelling
Principal Component Analysis
Linear Modelling
Cluster analysis
Decision trees, Random Forests
Classification modelling
Predictive modelling
Assessing statistical models

Learning Activities

Lectures will introduce the underpinning theories of advanced business analytics and will be supported by tutorials, while practical sessions will implement those theories in a practical manner.

Notes

This is a practical module that generates analytical modelling experience, developing hands-on experience of business intelligence applications.