

Liverpool John Moores University

Title: Digital Business Intelligence
Status: Definitive
Code: **6507DCT** (128858)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Dubai Tourism College LLC

Team	Leader
Chris Phillips	Y

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

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY	1,250 words individual essay	30	
Report	RPT	3,500 words group report	70	

Aims

The course aims to introduce students to business intelligence tools that are used to transform structured and unstructured data into actionable insight. Based on data, students will learn how to lead and manage digital initiatives and/or to identify digital opportunities and devise digital strategy to respond to changes in markets and competition.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

ESSAY	4		
REPORT	1	2	3

Outline Syllabus

- *Digital business*
- *Digital customer*
- *Data and databases*
- *Primary and secondary data sources*
- *Big data*
- *Data cleaning*
- *Data analytics*
- *Data visualisation*
- *Business intelligence reporting*

Learning Activities

- problem solving
- IT laboratory sessions focused on mastering various business intelligence tools
- data collection, cleaning and analysis
- case studies
- small group discussions
- presentation
- reporting

Notes

The module looks at Digital Business Intelligence (DBI) as a technology-driven process for analysing data and presenting actionable information to help corporate executives, business managers and other end users to make informed business

decisions. DBI encompasses a variety of analytic tools, software applications and methods that enable organisations to collect data from internal systems and external sources, prepare it for analysis, develop and run queries against the data, and create reports and data visualisations to make the insight available to end users.