LIVERPOOL JOHN MOORES UNIVERSITY

Digital Business Intelligence

Module Information

2022.01, Approved

Summary Information

Module Code	6507DCT
Formal Module Title	Digital Business Intelligence
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dubai Tourism College LLC

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

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

SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

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.

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
MLO4	4	Illustrate and articulate how modern companies are using business intelligence to solve old marketing problems in new ways and pursue new opportunities

Module Content

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
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	30	0	MLO4
Report	PEPORT	70	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