Business Intelligence

Module Information

2022.01, Approved

Summary Information

Module Code	6509COMECA
Formal Module Title	Business Intelligence
Owning School	Computer Science and Mathematics
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
Education Centre of Australia Pty Ltd

Learning Methods

Learning Method Type	Hours
Online	44

Module Offering(s)

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

Aims and Outcomes

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

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the technological and statistical options available for solving business problems.
MLO2	2	Identify and apply appropriate statistical techniques and machine learning approaches to business problems using a suitable software application.

Module Content

Outline Syllabus	Statistical modellingData acquisitionSamplingData preparationData CleaningData warehousingAssumption testing for statistical modellingPrincipal Component AnalysisLinear ModellingCluster analysisDecision trees, Random ForestsClassification modellingPredictive modellingAssessing statistical models
Module Overview	
Additional Information	This is a practical module that generates analytical modelling experience, developing hands-on experience of business intelligence applications.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Case study modelling	100	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Alessandro Raschella	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings