

### Summary Information

Module Code	7503UNIDM
Formal Module Title	Data Analysis and Application
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
Unicaf

### Learning Methods

Learning Method Type	Hours
Online	30

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	28 Weeks

### Aims and Outcomes

Aims	The module looks at data analysis as a technology-driven process for analysing data and presenting actionable insight to marketing professionals and experts. It aims to build awareness of the importance of data for marketing as well as to introduce students to the novel approaches that are revolutionizing the way marketing is done (Data Science, Big Data, Machine Learning, Internet of Things, Artificial Intelligence etc.). Module introduces students to basic concepts of contemporary data analysis in mastering tools for transformation of structured data into actionable information.
------	---

**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Strategically apply analytical tools and techniques to transform data into actionable insight.
MLO2	2	Strategically evaluate the use of various analytical approaches and communicate their managerial implications to a non-technical audience.
MLO3	3	Critically apply appropriate data visualisation techniques to convey findings.
MLO4	4	Critically analyse and articulate how modern companies use data analysis to solve marketing problems in new ways and pursue new opportunities.

### Module Content

Outline Syllabus	Nature of Data Hypothesis Testing Data Visualisation and Exploratory Data Analysis Data Pre-processing and Feature Selection Regression Models Classification Models Cluster Analysis Association Rules
Module Overview	
Additional Information	In addition to acquiring subject knowledge, this module works on building transferable skills, namely by enabling students to transform raw data into useful information that is priceless for managers in decision making in the workplace.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	4,000 word report	100	0	MLO1, MLO2, MLO3, MLO4

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Tonci Grubic	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings