

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Business Analysis		
<b>Module Code</b>	25-4001-00L		
<b>Level</b>	4		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 60% Exam 40%		
<b>Pre-Requisite Modules (if applicable)</b>			
<b>Delivered according to Standard Academic Calendar</b>	<b>Long: 2 semesters</b>	<b>Short: 1 semester</b>	<b>Other delivery pattern:</b> <i>Please specify</i>
YES	YES	NO	

### 1 MODULE AIMS

The aims of this module are to:

- provide students with an introduction to a range of analytical techniques and tools which are appropriate for the production of useful management information in a business context;
- enable students to develop competencies in these techniques; and
- enable students to develop the skills required for the interpretation, evaluation and communication of the management information.

### 2 MODULE LEARNING OUTCOMES\* BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Select appropriately from a range of quantitative methods, approaches which will assist in the analysis of business problems;
2. Construct models and apply the selected quantitative methods for the provision of management information in a range of business cases;
3. Use Information and Communication Technology (ICT) appropriately and effectively in typical business applications;
4. Interpret, extrapolate and evaluate appropriately the outcomes of the quantitative analysis;
5. Present in an appropriate way the results of the business analyses and investigations.

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Lectures will be used to introduce each topic and to discuss key points.

Seminars and computer workshops will be used to develop the topics and to explore the business applications of the material covered. Opportunities will be available for formative feedback to be given on progress.

Students will be expected to develop their knowledge and skills further by means of guided self-study, using both written and computer based materials. Coursework will take the form of a portfolio made up from a number of separate activities.

In the coursework students will use simple business problems to demonstrate their ability to apply specified techniques and to interpret and evaluate the outcomes. Marks will be awarded for:

- suitability of the analysis and the appropriateness of the application;
- effectiveness of the research;
- correctness of the calculations;
- appropriateness of the discussion and reporting of the outcomes; and
- suitability of the presentation.

In the examination the questions will assess the student's knowledge and understanding of the techniques studied.

### **ASSESSMENT STRATEGY AND METHODS**

Task No.	<b><u>TASK DESCRIPTION</u></b>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1a	Sub Task 1a Project 1 (Poster)	CW	20%		No
1b	Sub Task 1b Project 2 (Analysis)	CW	15%	2000 words	
1c	Sub Task 1c Project 3 (Report)	CW	25%		
2	Exam	EX	40%	2 Hours + 10 mins reading, unseen	No

### 4 INDICATIVE MODULE CONTENTS / TOPICS

Introduction to data, information and decision making: sources of data, types of data, relationship to information; nature and role of decision making in organisations; data and information flows; information quality.

Data collection methods: routine data capture; surveys, published statistical sources; samples and sample design.

Making sense of data: exploratory data analysis applied to transactional, aggregated and time series data; graphs, charts; summary measures.

Looking for patterns, changes and relationships in data: index numbers, forecasting, correlation analysis, regression analysis and financial modelling.

Models and methods for evaluating options: compound interest; measures of performance, discounted cash flow; net present value.

Use of ICT: MS Office software, information databases, e mail; internet

Basic research skills: searching information databases and the web; InfoQuest

Communication skills: presenting evidence and reporting finding in appropriate formats.

## **FURTHER INFORMATION ABOUT THIS MODULE**

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**

**THIS INFORMATION CAN BE FOUND IN THE BUSINESS ANALYSIS MODULE GUIDE, BLACKBOARD SITE AND ASSESSMENT BRIEFS.**

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.**

### **FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>
	2

### **MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

### **REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review