

BIS3001 Data Analytics for Business

Unit Description

In the contemporary organisational environment, decisions are best made on evidence derived from the widest data sources available. This unit considers the creation, manipulation and interpretation of big data, how to organise it, and how to optimally manage it to enable rapid and accurate decision-making. Aspects of platform design, systems integration, systems security and compatibility are examined, along with statistical analysis for big data. Students are also equipped with skills for identifying “fake data”. On completion of this unit, students will have an integrated knowledge of organisational data collation, analysis and interpretation that they can apply to real-world organisational problems.

Credit Points	6 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Review current algorithms, methodologies and modelling techniques for Information System business analytics.
2. Evaluate business analytic tools and techniques and their utility to support different types of business decisions.
3. Critically review modern data mining methods and tools.
4. Analyse the features, tools and applications of data visualisation.