

# Module Documentation



**INFO07016**

Business Analytics

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# INFO07016 Business Analytics

Short Title	Business Analytics
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Full Title	Business Analytics
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Attendance	N/A	Discipline	482 COMPUTER USE (INFO TECH)
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Coordinator	Phelim Murnion	Department	Business
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Official Code	INFO07016	NFQ Level	07	ECTS Credit	05
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## Module Description

This module introduces the learner to tools and methods for conducting business analytics and data mining.

## Learning Outcomes

*On completion of this module the learner will/should be able to*

1. Manage, explore and cleanse business data for analytics
2. Execute model-driven and data-driven analytics
3. Generate reports and visualisations
4. Apply data mining methods
5. Develop analytics solutions for finance and marketing functional problems

## Teaching and Learning Strategies

Teaching and learning methods will be applied and laboratory based. Learners will apply techniques and methods to practical problems in the laboratory environment.

## Assessment Strategies

Assessment will involve the learners using the techniques and concepts acquired to solve applied case-problems in a computer laboratory

## Repeat Assessment Procedures

Two hour practical exam

## Module Dependencies

## Prerequisite Modules

None

## Corequisite Modules

None

Incompatible Modules

None

## Indicative Syllabus

## 1. Data Management

## 1.1. Accessing and managing data

## 1.2. Data exploration

## 1.3. Data cleansing

## 2. Spreadsheet Analytics

## 2.1. Model-driven methods

## 2.2. Data-driven methods

## 2.3. Reporting and visualisation

## 3. Data Mining methods with SPSS

## 3.1. Classification

## 3.2. Prediction

## 4. Business function cases

## 4.1. Finance analytics

## 4.2. Marketing analytics

## CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
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## Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Practical lab exam	1,2	40	Week 6
Practical lab exam	3,4,5	60	Week 13

## End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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## ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

## Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

## Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

## Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

## Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	1	Weekly	1.00
Seminar	Seminar Room	Seminar	1	Weekly	1.00
Laboratory Practical	Computer Laboratory	Practical	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

## Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

## Module Resources

## Module Book Resources

None

## Module Alternate Book Resources

None

## Module Other Resources

None

## Module URLs

<http://bcs.wiley.com/he-bcs/Books?action=index&itemId=0470688297&bcsId=6344>

## Additional Information

None

## ISBN BookList

## Book Details

Stéphane Tufféry 2011 *Data Mining and Statistics for Decision Making* Wiley  
 ISBN-10 0470688297 ISBN-13 9780470688298

Galit Shmueli 2010 *Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner* Wiley  
 ISBN-10 0470526823 ISBN-13 9780470526828

Isaac Gottlieb 2009 *Next Generation Excel: Modeling in Excel for Analysts and MBAs (Wiley Finance)* Wiley  
 ISBN-10 0470824735 ISBN-13 9780470824733

Sivakumar Harinath 2010 *Professional Microsoft PowerPivot for Excel and SharePoint* Wrox  
 ISBN-10 0470587377 ISBN-13 9780470587379

## Approval Information

School Approval by Carmel Brennan on 01-04-2015

Academic Council on 01-04-2015

## Programme Membership

Code	Intake Year	Programme Title
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07	201500	Bachelor of Business in Finance
GA_BBISG_B07	201500	Bachelor of Science in Business Information Systems