

| Module Details |                                 |
|----------------|---------------------------------|
| Module Title   | Big Data Analytics for Business |
| Module Code    | OIM5015-B                       |
| Academic Year  | 2024/5                          |
| Credits        | 20                              |
| School         | School of Management            |
| FHEQ Level     | FHEQ Level 5                    |

| Contact Hours  |       |
|----------------|-------|
| Type           | Hours |
| Laboratories   | 14    |
| Lectures       | 20    |
| Directed Study | 166   |

| Availability |                                     |
|--------------|-------------------------------------|
| Occurrence   | Location / Period                   |
| BDA          | University of Bradford / Semester 1 |

| Module Aims   |
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| <p>OIM5015-B enables you to gain knowledge and develop skills on basic concepts of Big Data analytics.</p> <p>This module focuses on equipping learners with main building blocks for managing and implementing a typical Big Data project in business. It will also provide students with the opportunity to explore Big Data analytics tools and understand how they are applied. Students will also learn how to conduct data analytics during lab sessions.</p> |

| Outline Syllabus   |
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| <p>Introduction to Big Data and intelligence;<br/>           Big Data structures;<br/>           Data capturing and ICT architecture;<br/>           Big Data project lifecycle;<br/>           Business application of Big Data analytics;<br/>           Fundamentals of data analytics and statistics;<br/>           Data visualisations</p> |

| Learning Outcomes |  |
|-------------------|--|
| Outcome Number    | Description  |
| 01                | Understand the basic concepts of Big Data and its importance to business competitiveness.      |
| 02                | Critically appraise the significance of each step in a Big Data business project.              |
| 03                | Evaluate and interpret Big Data soundly; synthesise data to enhance decisions and conclusions. |
| 04                | Gain competence in technology and report writing.  |

| Learning, Teaching and Assessment Strategy  |
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| <p>Learning will be directed, supported and reinforced through a combination of lectures, computer labs and tutorials, discussion groups, directed and self-directed study.</p> <p>Formative assessment will be provided throughout the course. Appropriate feedback will be given for these elements of the assessments in accordance to the faculty required standards.</p> |

| Mode of Assessment |                      |  |           |
|--------------------|----------------------|--|-----------|
| Type               | Method               | Description  | Weighting |
| Summative          | Coursework - Written | Individual Report 2500 words   | 70%       |
| Summative          | Presentation         | Group Presentation (15 Mins) SUPPLEMENTARY Presentation  | 30%       |
| Formative          | Not assessed         | Formative feedback on draft of presentation. 200 words.<br>Formative feedback on draft report. 300 words | N/A       |
| Formative          | Not assessed         | Formative feedback on draft of presentation. 200 words.<br>Formative feedback on draft report. 300 words | N/A       |

| Reading List   |
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| To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a> |

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*