



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management. Degree Programme

Course Unit Information Sheet

|   |   |                        |           |                      |         |
|---|---|------------------------|-----------|----------------------|---------|
| Course Code   |   | MGT 32233              |           |                      |         |
| Course Name   |   | Business Analytics     |           |                      |         |
| Semester  |   | 3000 Level Semester II |           |                      |         |
| Credit Value  | 3 | Core/Optional          | Core      | GPA/NGPA             | GPA     |
| Hourly Breakdown  |   | Lectures               | Practical | Independent Learning |         |
|   |   | 45 Hours               | -         | 105 Hours            |         |
| Course Description  |   |                        |           |                      |         |
| Business Analytics is a relatively new field but has quickly become one of the most important areas of business today. This course is designed to introduce the field of business analytics, different types of data that can be used for analysis, the different statistical methods that can be applied to data, and how to use the results of analysis to make effective business decisions. |   |                        |           |                      |         |
| Intended Learning Outcomes  |   |                        |           | PLO Alignment        |         |
| Upon completion of this course unit, the students will be able to,  |   |                        |           |                      |         |
| 1. Explain what business analytics is and its importance in the modern business world.  |   |                        |           | 1,20                 |         |
| 2. Explain the concepts, theories, and techniques of business analytics.  |   |                        |           | 1,18                 |         |
| 3. Apply statistical methods to data to extract insights and patterns to provide for effective decision making.   |   |                        |           | 21,24                |         |
| 4. Apply business analytics to make effective business decisions.   |   |                        |           | 19,20                |         |
| 5. Predict the trends, techniques, and tools of business analytics.   |   |                        |           | 2,3,6,23             |         |
| Course Content  |   |                        |           | Hours                | ILOs    |
| 1. Introduction to business analytics   |   |                        |           | 3                    | 1       |
| 2. Evolution towards business intelligence  |   |                        |           | 3                    | 1, 2    |
| 3. Statistics for business analytics  |   |                        |           | 6                    | 2,3     |
| 4. Big Data and data science  |   |                        |           | 6                    | 2,3     |
| 5. Data mining  |   |                        |           | 3                    | 2,3,5   |
| 6. Business intelligence tools and applications   |   |                        |           | 3                    | 2,3,4,5 |
| 7. Business modelling and analytics   |   |                        |           | 6                    | 2,3,4,5 |
| 8. Pattern recognition and forecasting  |   |                        |           | 3                    | 4,5     |
| 9. Customer analytics   |   |                        |           | 6                    | 3,4,5   |
| 10. Data visualization  |   |                        |           | 3                    | 4,5     |
| 11. Decision modeling   |   |                        |           | 3                    | 4,5     |

| Teaching Methods   |                        |            |
|--|------------------------|------------|
| Lectures, tutorials, case studies, seminars, workshops, field visits, and group discussions.   |                        |            |
| Assessment Methods   |                        |            |
| In course Assessments 30 %   | Final Examination 70 % | Total 100% |
| Recommended Readings   |                        |            |
| <ol style="list-style-type: none"> <li>1. Liebowitz, J. (Ed.). <i>Big data and business analytics</i>. CRC press. /The latest edition</li> <li>2. Minelli, M., Chambers, M., &amp; Dhiraj, A. <i>Big data, big analytics: emerging businessintelligence and analytic trends for today's businesses</i>. John Wiley &amp; Sons. /The latest edition.</li> </ol> |                        |            |