

## **COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	MSc Digital Marketing with Data Analytics
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Business Analytics: Data and Decisions
<b>Course Code:</b>	MGT 7104
<b>Total Hours:</b>	200 (standard 4 credit MA course)
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
<b>Semester:</b>	Spring
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

Data analytics is becoming increasingly important in business. By studying this module, managers will gain the skills and knowledge they need to use data to make better decisions and improve their business performance.

This course will provide future business managers with the knowledge and skills required to use data analytics to make informed decisions. Students will learn about the different types of data available, how to collect and clean data, and how to use a variety of data analysis techniques to extract insights. Students will also learn how to communicate their findings effectively to a non-technical audience.

This course is for business managers who want to learn how to use data analytics to make informed decisions. The module is suitable for managers from a variety of industries, including finance, marketing, operations, and human resources.

### **Prerequisites:**

**None**

### **Aims and Objectives:**

This course aims to equip business managers with the knowledge and skills to use data analytics to make informed decisions. The course is suitable for managers and future business leaders from a variety of industries, including finance, marketing, operations, and human resources.

**Programme Outcomes:**

MSc Digital Marketing with Data Analytics

A2, A3

B1, B3, B5

C1, C3

D1, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

1. Define data analytics and explain its importance in business decision-making
2. Identify the different types of data available and how to collect and clean data
3. Apply a variety of data analysis techniques to extract insights from data
4. Use data visualization tools to communicate their findings effectively to a non-technical audience

**Indicative Content:**

The module will cover the following topics:

- Data Collection: This topic will cover different methods for collecting data, including surveys, interviews, and social media data. Students will also learn about the ethical considerations involved in data collection.
- Data Cleaning: This topic will cover different techniques for cleaning and preparing data for analysis. Students will learn how to identify and remove errors and inconsistencies from data.
- Exploratory & Descriptive Analytics: This topic will cover different techniques for exploratory and descriptive data analysis. Students will learn how to summarize and visualize data to identify patterns and trends.
- Predictive Analytics: This topic will cover different techniques for predictive analytics. Students will learn how to use data to build models that can predict future events.
- Data Visualization and Machine Learning: This topic will cover different data visualization and machine learning tools and techniques. Students will learn how to use these tools to create informative and engaging visualizations, and to build machine learning models to solve real-world business problems.
- Big Data Analytics: This topic will cover the challenges and opportunities of big data analytics. Students will learn how to use big data technologies to store, process, and analyze large and complex datasets.
- Business Intelligence: This topic will cover the use of data analytics to improve business performance. Students will learn how to use data to identify opportunities, make better decisions, and improve customer satisfaction.

- **Data Ethics, Privacy and Sustainability:** This topic will cover the ethical, privacy, and sustainability considerations involved in data analytics. Students will learn how to use data in a responsible and ethical manner.

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

The course will be taught using a combination of lectures, workshops, and tutorials. Lectures will be used to introduce new concepts and theories. Workshops will be used to provide students with hands-on experience of using data analysis tools and techniques. Tutorials will be used to provide students with support and guidance on their coursework.

**Indicative Text(s):**

Gordon, M. E. (2023). *Business Analytics: Combining data, analysis and judgement to inform decisions*. SAGE.

Annansingh, F., & Sesay, J. B. (2022). *Data Analytics for Business: Foundations and Industry Applications*. Routledge.

*Journals:*

*Web Sites:*

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Annual updates	June 2023	
Programme outcomes updated	Nov 2023	
Total Hours Updated	April 2024	
