

BUSM 3081 BUSINESS ANALYTICS PROJECT

Credit Points 10

Legacy Code 201091

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Description This unit provides students with the experience of applying business analytics skills and knowledge gained throughout the course of their degree in general and from the Business Analytics major in particular. Students will undertake a project in a real-world case setting to transform data to knowledge providing analytical solution to a client-specified problem. In teams, students will develop a project proposal, final report and/or interactive project tool and presentation. Students will gain insight into the profession of business analytics through independent learning and reflective practice.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) BUSM 1042

Restrictions Students must be enrolled in MT2041 Business Analytics and have completed 160 credit points before enrolling in this subject.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse the organisational context from which information needs arise;
2. Apply business analytic techniques to solve organisational problems in alignment with organisational goals;
3. Justify business analytic options and recommendations using knowledge and skills developed across the major;
4. Communicate concepts and recommendations in different formats suited to the audience;
5. Collaborate with team members in a productive manner supporting diverse viewpoints in relation to business analytics;
6. Identify the contribution of the business analytics profession to achieving organisational goals within the context of ethical and socially responsible practice.

Subject Content

- The focus of this subject is The development of A final report/ interactive tool and client presentation in teams with Regular academic consultation. teams will develop analytical solutions and make strategic recommendations to A client-specified problem. The solution will be assessed by The client organisation for its viability, appropriateness and, where appropriate, cost and return to The organisation. Nominated team members will engage with client Organisations at predetermined times.
- The principles and process of Project management.

- Review of the analysis process: Identification and evaluation of information needs; data acquisition; interpretation, and; strategic recommendation.
- Review key concepts relating to ethics and cyber security
- introduction to client relationship management
- team Roles, professional communication, task allocation, Coordination and control.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Proposal	1000	10	N	Group
Report	4000	40	N	Group
Presentation	20 minutes	10	N	Group
Reflection	2000	40	N	Individual

Teaching Periods