BUSM 7105 BUSINESS ANALYTICS IN PRACTICE

Credit Points 10

Legacy Code 201019

Coordinator Premaratne Samaranayake (https://directory.westernsydney.edu.au/search/name/Premaratne Samaranayake/)

Description This unit will explore and analyse ideas and concepts related to business intelligence and advanced analytics in business and broader economic contexts. The ability to identify, gather, extract, and analyse data is vital to organisations. Business analytics uses a variety of software applications to transform such data into useful information that can then be used for constructive decision making, improving operational effectiveness and efficiencies and identifying new business opportunities.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects MKTG 7002 - Applied Marketing Solutions

Learning Outcomes

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

1. Identify which business problems require decision support from business analytics.
2. Determine reliability and validity of data and the business analytics methods used to address a business problem.
3. Recommend decision support systems while taking privacy, security and cultural issues into consideration.
4. Critically evaluate the tools and techniques used in developing business projections and performance reports.

Subject Content

1. Overview of business intelligence, analytics and decision support systems, focussing on broader functional applications.
2. Business intelligence, business reporting and business performance management.
3. Descriptive analytics.
4. Prescriptive analytics.
5. Introduction to advanced analytics techniques.
6. Business intelligence and analytics tools.
7. Data mining, text mining and web data analysis
8. Future directions for business analytics.

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
Report	2,000 words	35	N	Individual
Applied Project	1,500 words	35	N	Group
Presentation	15 minutes	30	N	Group

Prescribed Texts

- Kale, N. and Jones, N., 2016, Practical Analytics: Applied Analytics Concepts Using Market-Leading Software Tools, Epistemy Press LLC.

Teaching Periods

Quarter 1

Parramatta City - Macquarie St

Evening

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7105_22-Q1_PC_E#subjects)

Quarter 3

Parramatta City - Macquarie St

Evening

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