BUSM 1042 INTRODUCTION TO BUSINESS ANALYTICS

Credit Points 10

Legacy Code 201090

Coordinator Jiahe Chen (https://directory.westernsydney.edu.au/search/name/Jiahe Chen/)

Description The subject will introduce, explore and analyse key concepts and methodologies related to business analytics, analytics development and tools/techniques in broader business and organisational contexts. The ability to identify, collect, extract, analyse and visualise data is vital to organisations for developing strategies and making strategic/operational decisions. Business analytics uses a variety of tools and techniques using several systems/platforms to process and transform data into useful information and knowledge that can be used for evidence-based decision making at strategic, tactical and operational levels.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

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

Level Undergraduate Level 1 subject

Learning Outcomes

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

1. Identify and classify business problems that require business intelligence from business analytics.
2. Apply business analytics development methodologies to business problems.
3. Recommend business analytics techniques, tools and methodologies in applied case scenarios.
4. Explain ethical and governance aspects of business analytics applications.
5. Evaluate the tools and techniques used in developing business analytics applications (e.g. dashboards) and performance reports.
6. Collaborate with team members in a productive manner supporting diverse viewpoints in relation to business analytics.

Subject Content

Overview of data, business analytics tools/techniques and organisation context
Working with big data to address management challenges
Data and Information for management decision making
Model Building for strategic planning
Visualisation and communication for a range of business stakeholders
Social network analysis
Business analytics development methodology
Design and agile thinking for business analytics projects
Ethical aspects, governance and security.

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.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Case Study	2000 Words	40	N	Individual	Y
Report	2500 Words	30	N	Group	Y
Presentation	10 mins	20	N	Individual	Y
Quiz	30 mins	10	N	Individual	N

Prescribed Texts

- Vidgen, Richard, Samuel N. Kirshner, and Felix B. Tan. Business analytics: A management approach. Red Globe Press, 2019.

Teaching Periods

Autumn (2025)
Parramatta City - Macquarie St
On-site
Subject Contact Jiahe Chen (https://directory.westernsydney.edu.au/search/name/Jiahe Chen/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1042_25-AUT_PC_1#subjects)

Sydney City Campus - Term 2 (2025)
Sydney City
On-site
Subject Contact Jiahe Chen (https://directory.westernsydney.edu.au/search/name/Jiahe Chen/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1042_25-SC2_SC_1#subjects)

Spring (2025)
Parramatta City - Macquarie St
On-site
Subject Contact Jiahe Chen (https://directory.westernsydney.edu.au/search/name/Jiahe Chen/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1042_25-SPR_PC_1#subjects)