



UCAM

UNIVERSIDAD CATÓLICA
DE MURCIA



EXECUTIVE MBA IN BUSINESS ANALYTICS

EXTENDED DIPLOMA IN BUSINESS ANALYTICS

COURSE SPECIFICATIONS

Contents

| | |
|---|----|
| 1.0 ATHENA GLOBAL EDUCATION..... | 3 |
| 2.0 UNIVERSIDAD CATOLICA DE MURCIA (UCAM), SPAIN..... | 4 |
| 3.0 SCOTTISH QUALIFICATION AUTHORITY | 5 |
| SQA Awarding Body..... | 5 |
| SQA Accreditation | 5 |
| 4.0 ABOUT THE COURSE | 6 |
| 4.1 TARGET AUDIENCE | 7 |
| 4.2 AIM OF THE COURSE..... | 6 |
| 4.3 GRADING STRUCTURE..... | 8 |
| 4.4 ENROLMENT AND EQUAL OPPORTUNITY..... | 8 |
| 4.5 ACCESS AND RECRUITMENT..... | 8 |
| 4.6 ACCESS ARRANGEMENTS AND SPECIAL CONSIDERATIONS | 9 |
| 4.7 ADMISSION REQUIREMENTS..... | 9 |
| 4.8 GUIDANCE ON ASSESSMENT..... | 9 |
| 4.9 METHODS OF ASSESSMENT | 9 |
| 4.10 SAMPLE CERTIFICATE | 10 |
| 5.0 MODULES AND COMBINATIONS | 11 |
| 5.1 International Marketing Management..... | 11 |
| 5.2 Sustainability and Business | 13 |
| 5.3 Strategic Leadership and HR Practices in Organisations..... | 15 |
| 5.4 Strategic Management..... | 16 |
| 5.5 Data Analytics in Business Processes | 19 |
| 5.6 Application of Business Analytics | 21 |
| 5.7 Research Methods and Dissertation..... | 23 |
| Module Description..... | 23 |
| Learning Outcomes..... | 23 |

1.0 ATHENA GLOBAL EDUCATION

Athena Global Education is a subsidiary of Westford Education Group, a higher education services provider since 2009, providing quality UK, Italian, and Spanish Bachelor and Master level degrees. We have helped thousands of learners from around the world achieve their higher education goals and through that, their professional goals.

Westford Education Group has partnered with many internationally accredited universities, Awarding Organizations, and Professional Bodies, enabling us to provide high quality and fully accredited programs worldwide. Westford is currently partnered with Cardiff Metropolitan University from the UK, the University of Wolverhampton from the UK, Guglielmo Marconi University from Italy, Fort Hays State University from the USA, Pearson Education from the UK and the Scottish Qualification Authority (SQA) of UK to name a few.

Athena Global Education is the latest venture of Westford Education Group. It is built upon our core values: That quality higher education is an undeniable right of all, not of few, and should be affordable by all. Our key pillars of this venture are Accessibility and Affordability, and we have made sure that the courses developed in this platform support and reflect these key values.

This Executive MBA programme offered by Athena Global Education is a Dual Certification programme delivered partnership with Universidad Catolica De Murcia (UCAM), Spain and Scottish Qualification Authority, UK.

2.0 UNIVERSIDAD CATOLICA DE MURCIA (UCAM), SPAIN

UCAM is a university with excellence based out of Murcia, Spain. Started in the year 1995, UCAM has an active student base of 17,0000 learners and has an academic staff of more than 1000. The Executive MBA program at UCAM, Murcia, Spain is accredited by ANECA and UCAM is a member of ENQA, Universia, and EUA. UCAM has a strategic partnership network of more than 280 universities including Stanford, National University of Singapore and National Technological University. UCAM has a corporate strategic partnership with industry leaders including Coca Cola, Microsoft, Soft and SAP. As a university of sports, UCAM has more than 80 Olympiads as its alumni.

The Europe Teaching Rankings is elaborated by Times Higher Education, which is one of the three most important ranking organizations of the world, together with the QS and the Shanghai ranking. The best universities struggle to be included in it, by comparing their educative systems with other terms of reference from all over the world concerning academic reputation, scientific production, transparency, the ratio of students per teacher, or to the internationality of the students and teachers. In the latest report, **UCAM has obtained the tenth place in one of the four big areas of study**, which assesses the satisfaction of the services provided, the quality of teaching and the general assessment of the institution by the student.

The Universidad Católica de Murcia has been nominated twice in the past year as one of the most beautiful universities in the world. The Ukrainian study, work and travel abroad agency Study. UA published their 2015 calendar titled "The Most Beautiful Universities in the World" where they ranked the Jeronimos Campus of UCAM on this select list, alongside universities such as University of Toronto (Canada), University of California, Berkeley (USA) and University of Oxford (UK) which are also globally renowned for the beauty of their campus and old buildings.

3.0 SCOTTISH QUALIFICATION AUTHORITY

SQA is the statutory awarding body for qualifications in Scotland. Its duties are to develop, validate, quality assure and award a national framework of qualifications for Scotland. Also, SQA has a statutory duty as the regulator for National Qualifications in Scotland as defined by the Equality Act (2010). SQA strives to ensure that their qualifications are inclusive and accessible to all, that they recognise the achievements of learners, and that they provide clear pathways to further learning or employment. SQA's functions are set out in the Education (Scotland) Act 1996 as amended by the Scottish Qualifications Act 2002. The organisation has two main roles: accreditation, and awarding qualifications. Based in Scotland, SQA works across the UK and internationally. SQA is sponsored by the Scottish Government's Learning Directorate and employs over 900 people in Glasgow, Dalkeith and Newtongrange.

SQA Awarding Body

- ▶ Devises and develops qualifications
- ▶ Validates qualifications (makes sure they are well written and meet the needs of learners and tutors)
- ▶ Reviews qualifications to ensure they are up to date
- ▶ Arranges for, assists in, and carries out, the assessment of people taking SQA qualifications
- ▶ Quality-assures education and training establishments which offer SQA qualifications
- ▶ Issues certificates to candidates

Within these roles, SQA offers a range of services for businesses and training providers, ranging from the course and center approval through customised awards, to endorsement, credit rating and licensing services.

SQA Accreditation

- ▶ Accredits qualifications other than degrees
- ▶ Approves, and quality assures awarding bodies that plan to enter people for these qualifications

4.0 ABOUT THE COURSE

This Executive MBA program in partnership with UCAM-Catholic University of Murcia, Spain develops leaders with the capability of navigating global challenges. This is a triple certification program consisting of an Extended Diploma in Business Analytics from Scottish Qualification Authority, UK leading to an Executive MBA from UCAM-Catholic University of Murcia, Spain and 'Certified Manager' certification from Chartered Management Institute, UK (optional). The program allows learners to reflect on professional development along with analyzing various business scenarios and is delivered through our online platform, which provides learners with the flexibility to decide their learning schedule based on work and family commitments.

Credit rating details of this course can be viewed at <https://www.sqa.org.uk/sqa/90763.html>

This program covers core disciplines in International Marketing Management, Sustainability and Business, Strategic Leadership and HR Practices in Organisations, Strategic Management through which learners will gain the skills to navigate uncertainty and complex business situations. Towards the end of this module, the learners will get a hands-on experience on basic and application level of Business Analytics to develop critical thinking, collaboration and resilience towards the module.

Business Analytics focuses on understanding the data generated by individual organisations, and how it can be used to improve business practices. As a conversion course developed in close partnership with industry, we welcome students from any academic discipline and you will learn to use powerful analytical tools and techniques to solve complex level business problems. These tools will enable you to learn how to deploy statistical analysis, predictive analytics and convert it to visual aids to provide clear actionable solutions for business leaders and influence business strategy.

Additionally, after completing the course modules, learners are eligible for a 'Certified Manager' certification from the Chartered Management Institute (CMI), UK. This certification is optional and will also include a one-year complimentary affiliate membership with CMI.

4.1 TARGET AUDIENCE

This Executive MBA program is ideal for:

- ▶ Working professionals seeking to advance in their career with a flexible Executive MBA
- ▶ Entrepreneurs and Business owners who want to learn in-depth global business practices
- ▶ Existing graduates in other domains who want a Masters degree in business administration
- ▶ Aspirants who wish to be in control of the pace of their learning
- ▶ Those looking for an European accredited masters degree at an affordable pay-as-you-progress pricing
- ▶ Anybody who has a passion for learning & research and wants a globally recognized Executive MBA

4.2 AIM OF THE COURSE

The Executive MBA in Business Analytics provides transferable skills to develop leaders capable of handling the complexities in today's challenging business environment. The units are aligned to National Occupational Standards for business and represent the core attributes required by employers in a range of business settings. This qualification aims to provide learners with:

- ▶ An understanding of developing world-class approaches to decision making
- ▶ The latest research and thinking in business, analytics and strategy
- ▶ The skills required to solve problems in a business environment
- ▶ The readiness to manage the various organizations on a scientific basis and to hold leading managerial positions
- ▶ An understanding of business processes and responsibilities in the various domains of business management
- ▶ The ability to successfully communicate and work with others in a business environment
- ▶ The opportunity to develop the skills required to manage and improve their performance in a business environment
- ▶ A comprehensive understanding of the Business and Management domains

4.3 GRADING STRUCTURE

The following grading criteria will be applicable for the PG Diploma level

| Marks | Grade |
|-----------|------------------|
| 70 to 100 | Distinction |
| 60 to 69 | Merit |
| 50 to 59 | Pass |
| 40 to 49 | Fail with Re-sit |
| 0 to 39 | Fail with Retake |

4.4 ENROLMENT AND EQUAL OPPORTUNITY

We confirm our commitment to equal opportunities in all its activities. It is intended that all students should receive equal treatment irrespective of political belief, gender, sexual orientation, age, disability, marital status, race, nationality, ethnic origin, religion or social background. All the Approved Centers must have an adequate and transparent system in place to ensure the equal opportunity has given to all prospective learners for the course.

4.5 ACCESS AND RECRUITMENT

Our policy concerning access to its qualifications is that:

- ▶ They should be available to everyone capable of reaching the required standard
- ▶ They should be free from any barriers that restrict access and progression
- ▶ There should be equal opportunities for all wishing to access the qualifications

We recruit learners to these qualifications with integrity. This will include ensuring that all learners have appropriate information and advice about the qualifications. The centers should put in place appropriate systems to assess a learner's suitability for a programme and make a professional judgment about their ability to successfully achieve the designated qualification. This assessment should take account of any support available to the learner within the center during the programme of study and any support that may be required to allow the learner to access the assessment for the units within the qualification.

4.6 ACCESS ARRANGEMENTS AND SPECIAL CONSIDERATIONS

Our policy on access arrangements and special consideration aim to enhance access to the qualifications for learners with disabilities and other difficulties (as defined by the Equality Act 2011) without compromising the assessment of skills, knowledge and understanding.

4.7 ADMISSION REQUIREMENTS

Students seeking admission to the course may have to fulfill the following criteria/requirement

- ▶ A Bachelor's degree in any discipline
- ▶ Proficiency in the English language equivalent to IELTS 6.0 or more
- ▶ The learners without a bachelor's degree will be considered subject to having a minimum of three years of managerial/supervisory experience

4.8 GUIDANCE ON ASSESSMENT

This qualifications assessment is completed through the submission of internally assessed student work. To achieve a pass for a unit, a learner must have successfully achieved the learning outcomes at the standards set by the assessment criteria for that unit.

An assignment can relate to a single unit or an integrated assignment, incorporating more than one unit, which can be used provided the content of the assignment is mapped to show which assessment criteria from which units are being covered.

4.9 METHODS OF ASSESSMENT

We use a range of assessment vehicles that will engage learners and allow them to both demonstrate their knowledge and understanding of a topic and to evaluate how they might apply that knowledge in a given context.

We discourage essay writing and recommend that more varied types of assessment are included.

This might include assessment through:

- ▶ A research activity resulting in the compilation of a report
- ▶ An academic paper or article for publication
- ▶ The compilation of a case study
- ▶ A critical review and evaluation of a chosen company's policies, procedures, and systems
- ▶ A set project completed for an employer (also known as an 'employer-engagement activity')
- ▶ The production of a portfolio of evidence relating to a particular unit

This list is by no means exhaustive but gives examples of some creative assessment methods that could be adopted.

4.10 Sample Certificate



Note: * All certificate and transcript images are for illustrative purposes only and may be subject to change at the discretion of respective Universities or Awarding Bodies.

5.0 MODULES AND COMBINATIONS

To be awarded the Executive MBA in Business Analytics, the learners are required to complete all six modules (120 credits). The learner also needs to complete the Research Methods and Final Research upon completion of the PG Diploma stage to be eligible for awarding the Executive MBA degree by Universidad Católica de Murcia, Spain.

| Code | Module Name | Level SCQF/EQF | Credits | ECTS Equivalent |
|---------|--|-------------------|---------|--------------------|
| HX40 04 | International Marketing Management | 11/7 | 20 | 7 |
| HX3Y 04 | Sustainability and Business | 11/7 | 20 | 7 |
| HX3W 04 | Strategic Leadership and HR Practices in Organisations | 11/7 | 20 | 7 |
| HX41 04 | Strategic Management | 11/7 | 20 | 7 |
| J1ET 04 | Data Analytics in Business Processes | 10/6 | 20 | 7 |
| J1EV 04 | Application of Business Analytics | 11/7 | 20 | 7 |
| RM701 | Research Methods & Final Research | 11/7 | 60 | 18 |

**ECTS equivalency chart is for comparison purpose only and doesn't reflect the exact mapping information, however, the final MBA awarded by the University will carry 60 ECTS credits.*

5.1 International Marketing Management

| | |
|------------------------------|---------------------------------------|
| Guided Learning Hours | : 40 Hours |
| Level of Study | : SCQF Level-11 (EQF- Level 7) |
| Unit Code | : HX40 04 |
| Credits (SCQF) | : 20 Credits |

Module Description

This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management that provides an opportunity for originality in developing, applying, and implementing ideas in the areas of international management and international marketing. After successful completion of the module, the students will be able to:-

- Analyze and assess the peculiarities of the global business environment and shifts in geo-economical situations, putting a particular emphasis on emerging economies and their role in the international business environment.
- Formulate judgments and take socially and ethically responsible decisions in a global business environment.

- Analyze and assess internal and external international business environments and derive managerial decisions on the company's governance and international expansion.
- Develop appropriate marketing plans with marketing tools and techniques.
- Understand brand management and see how they influence consumer behavior.
- How to develop effective marketing skills, be creative and innovative while launching products/ services.

ASSESSMENT CRITERIA

- ❖ Assessment 1: Coursework (weightage 50%, Project of 3000 Words Max)
- ❖ Assessment 2: Coursework (weightage 50%, Project of 3000 Words Max)

Learning Outcomes and Contents:

| No. | Learning Outcomes | Content Covered |
|-----|--|--|
| 1 | Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organisations. | Introduction to Global Business Environment; Marketing Approaches in Local, National, Regional and Global Marketplace; Influence of the Changing Business Environment on Marketing Management Functions; Evolution of Marketing Concepts (Production Concept, Product Concept, Selling Concept and Marketing Concept); Evolving Marketing Concepts and Theories; Principles of organisational and environmental audits affecting marketing management functions. International market entry modes; licensing, joint venture, franchising, direct exporting, indirect exporting, |
| 2 | Develop marketing plans with the application of appropriate marketing models, tools and techniques. | Scope of Marketing; Marketing Mix (4Ps/7Ps); Market Segmentation; Contents of a Marketing Plan; Developing Marketing Strategies; Analytical Tools (SWOT Analysis, BCG Matrix, Ansoff Matrix, Porter's Five Forces Model, PESTEL); utilization of marketing data and methods |

| | | |
|---|--|--|
| 3 | Evaluate the processes involved in brand management and how they influence consumer behaviour. | Marketing Communications; Strategic Brand Management Process; Brand Value; Brand Positioning, Brand Equity; Brand Value Chain; Brand Equity Matrix; Brand-Product Matrix; Linking Brand Management to Consumer Behaviour; Consumer Decision Making Process; Influence of Social Media Campaigns on Consumer Buying Behaviour; Stages of Consumer Interaction (Pre-Purchase, Purchase-Interaction, Post-Purchase Interaction) |
| 4 | Decide how to launch new products/services in a dynamic global marketplace. | Product Life Cycle Strategies; New Product Development Process; Idea Screening, test Marketing and Product Launch; Pricing Strategies; Sales and Distribution Challenges; Develop New Product Development and Marketing Skills. |

5.2 Sustainability and Business

| | |
|------------------------------|---------------------------------------|
| Guided Learning Hours | : 40 Hours |
| Level of Study | : SCQF Level-11 (EQF- Level 7) |
| Unit Code | : HX3Y04 |
| Credits (SCQF) | : 20 Credits |

Module Description

Organisations within modern-day businesses are required to redesign their strategies and policies to be aligned with a sustainability agenda. Corporate social awareness for many organisations now sees it necessary to address economic, social and flora /fauna issues from a sustainability standpoint, extending the traditional reach of CSR. Sustainability awareness creates the environment for a more innovative organisation and supply chains, with emphasis on biodiversity and close loop supply strategies. The module will critically review sustainability challenges and opportunities for organisations in a global context

ASSESSMENT CRITERIA

Assessment 1: Coursework (weightage 20%, Question of 1500 Words Max)

Assessment 2: Coursework (weightage 20%, Scenario of 1500 Words Max)

Assessment 3: Coursework (weightage 30%, Scenario of 2000 Words Max)

Assessment 4: Coursework (weightage 30%, Project of 2000 Words Max)

Learning Outcomes and Contents:

| LO No. | Learning Outcomes | Contents |
|--------|---|---|
| 1 | Appraise the multiple dimensions of sustainability for businesses in the context of global challenges. | Sustainability in a global context and the challenges it faces will cover: an introduction to sustainability and its interdisciplinary variables and their importance; discussing the UN global sustainability goals; global warming and its impact on the business; population growth and resource scarcity; and threats to diversity and its impact on business |
| 2 | Critically review, evaluate and develop sustainability strategies of organisations. | Exploring the strategic dimensions for the organisation when sustainability matters will require the review of: strategy formulation for sustainability; innovating strategies for sustainability; sustainability and leadership |
| 3 | Critically analyse the strategic alignment of the business functions to sustainability. | The strategic alignment of the various roles in an organisation, will pace focus on: sustainability and HR practices; sustainable reporting; sustainable financing and finance; sustainability and its influence on production and design |
| 4 | Critically analyses an organization's global sustainability and your contribution to the impact on global sustainability. | The content will explore the specific effects of sustainability on supply chains; understanding how to source with sustainability in mind; the impact of regulations and international codes on sustainability |

5.3 Strategic Leadership and HR Practices in Organisations

| | |
|------------------------------|---------------------------------------|
| Guided Learning Hours | : 40 Hours |
| Level of Study | : SCQF Level-11 (EQF- Level 7) |
| Unit Code | : HX3W 04 |
| Credits (SCQF) | : 20 Credits |

Module Description

The purpose of this module is to discuss and explain the role of strategic HRM and leadership practices in an organization and their influence on the overall performance and competence of the organization. This module is designed to develop an understanding of the contemporary practices of strategic human resource management and the paradigm shift in the approaches and methods related to various functions of HRM like strategic recruitment and selection, strategic leadership, strategic performance management, employee development to name a few.

It also endeavors to highlight the role and significance of leadership styles and practices during the planning and implementation of change in the organization.

Upon successful completion of the module, the participants will be able to have comprehensive knowledge about the wider business context in which the manager has to lead and perform and make effective decisions.

ASSESSMENT CRITERIA

- ❖ Assessment 1: Coursework (weightage 30%, Project of 1500 Words Max)
- ❖ Assessment 2: Coursework (weightage 40%, Project of 2500 Words Max)
- ❖ Assessment 3: Coursework (weightage 30%, Project of 2000 Words Max)

Learning Outcomes and Contents:

| No. | Learning Outcomes | Content Covered |
|-----|---|---|
| 1 | LO1: Critically analyse the significance of Strategic Human Resources Management and its changing landscape in organizations. | <ul style="list-style-type: none"> • Fundamentals of strategic HRM (SHRM), • HRM – an Introduction to the basic concepts • An interdisciplinary approach to HRM • Strategic HRM – evolution and basic concepts • Functional roles of HRM in business • HRM goals, objectives, and practices |

| | | |
|---|--|--|
| | | <ul style="list-style-type: none"> • Strategic linkage of HRM: Cost leadership and differentiation strategy • The rhetoric of SHRM and performance |
| 2 | LO2: Critically discuss the impact of Human Resources Management activities on the Organisational Performance. | <ul style="list-style-type: none"> • Strategic HRM functions, Strategic human resource planning and process, job analysis, demand and supply analysis, Strategic recruitment and selection, discuss various SHRM models • Understanding core theories in understanding people and their role in organisations • Strategic learning and development • Organisational behaviour and its impact on organisational performance • Employee involvement and engagement at workplace • Regulatory environment and workplace relationships |
| 3 | LO3: Evaluate various leadership styles and practices in organizations. | <ul style="list-style-type: none"> • Leadership: Fundamentals and approaches, • Leadership theories: Trait theory, behavioral styles theories, situational theories, shared leadership, servant leadership, • The Leader-Member Exchange model of leadership • Leadership and organizational development |
| 4 | LO4: Plan how to implement change in an organization. | <ul style="list-style-type: none"> • Modern organizations : context, drivers, characteristics and challenges • Types of change • Resistance to change and the strategies for overcoming the resistance • Strategic leadership and change management • Management of change, concerning culture, conflict, managing self, power, politics |

5.4 Strategic Management

| | |
|------------------------------|---------------------------------------|
| Guided Learning Hours | : 40 Hours |
| Level of Study | : SCQF Level-11 (EQF- Level 7) |
| Unit Code | : HX41 04 |
| Credits (SCQF) | : 20 Credits |

Module Description

This module is designed to help students understand and evaluate various aspects of Strategic Management in a global context. The module also serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students should be able to synthesize information to inform strategic decisions and actions demonstrating awareness of complexity, risk and uncertainty in a dynamic business environment. The module helps students to evaluate the relationship between organizational strategies, performance and stakeholder expectations.

After successful completion of the module, the students will be able to:-

- Understand the external/internal environment dynamics, and assess a business organisation's strategic capabilities.
- Understand the nature and sources of competitive advantage to gain a strategic advantage.
- Analyse the strategic purpose, culture, inter organisational relationships, innovation and change abilities, which can increase strategic capabilities of an organisation.
- Understand business-level strategies, corporate strategies, diversification, International Strategy.
- Apply leadership & strategic change models to a business strategy.

ASSESSMENT CRITERIA

- ❖ Assessment 1: Project (weightage 70%, Project of 4000 Words Max)
- ❖ Assessment 2: Coursework (weightage 30%, Coursework of 2000 Words Max)

Learning Outcomes and Contents:

| No. | Learning Outcomes | Content Covered |
|-----|--|--|
| 1 | LO1: Critically evaluate the relationship between strategy, stakeholder expectations and organizational performance. | <ul style="list-style-type: none"> • Introduction to Strategy • Organization design and effectiveness • Selecting strategy and design to achieve organizational goals |

| | | |
|---|---|--|
| | | <ul style="list-style-type: none"> • Porter's competitive strategies, Mile's and Snow's Strategy Typology • Fundamentals of organization structure • Organizational Life Cycle and Characteristics during Stages of Development • Impact of organizational design on organizational performance |
| 2 | LO2: Evaluate the impact of current and emerging Economic, Political and Cultural factors on the strategic management of an organization. | <ul style="list-style-type: none"> • Changing environment • External environment affect on organizations • Framework for assessing environmental uncertainty • Contingency framework for uncertainty and organizational responses • Organizational strategies for controlling external environment • Environmental characteristics and organizational actions |
| 3 | LO3: Formulate innovative business strategies designed to contribute to the success of an organization. | <ul style="list-style-type: none"> • Strategic Role and Types of Change (Episodic, Continuous and Disruptive Changes) • Business strategy tools • Impact of innovations in organizations • Strategy implementation plan • Elements for Successful Change • Horizontal Coordination for Innovation; Open Innovation and Crowdsourcing • Dual Core Approach to Organizational Change (Management and Technical) |
| 4 | LO4: Critically assess different leadership styles in developing corporate values, social responsibilities and managing strategic change. | <ul style="list-style-type: none"> • OD culture change interventions • Different leadership styles • Leadership for Change • Decision-Making Processes • Good governance and corporate values • Corporate social responsibilities • Strategy implementation |

5.5 Data Analytics in Business Processes

| | |
|------------------------------|---------------------------------------|
| Guided Learning Hours | : 40 Hours |
| Level of Study | : SCQF Level-10 (EQF- Level 6) |
| Unit Code | : J1ET 04 |
| Credits (SCQF) | : 20 Credits |

Module Description

This module is designed to enable the student to apply data analytics' approaches to develop a critical view in diversified business processes, which will help management to make good effective business decisions. A business analyst needs to identify the different sources of business data and the effective ways in which this data can be put to use. The module introduces the learners to different categories of analytics, including its application in business processes – descriptive, predictive, and prescriptive as well as a conceptual understanding of MS Excel as a tool for analysis and visualization of business data.

After successful completion of the module, the students will be able to:-

- Explain the importance of data and associated opportunities to analyze data patterns for actionable insights.
- Understand the process and the activities involved in deciding the nature and type of data that needs to be collected and managed in an organization.
- Outline business analytics life cycle as well as identifies different categories of analytics discipline.
- Describe a selection of different business analytics tools and software to retrieve, organize and manipulate data.
- Manage data in MS-Excel spreadsheet.
- Explore and analyze data using the functions and features available in MS-Excel.
- Apply the different statistical methods to solve problems in different business scenarios.
- Demonstrate knowledge of MS-Excel based data analysis techniques as well as use visual outcomes of MS-Excel to communicate effective data patterns.

ASSESSMENT CRITERIA

- ❖ Assessment 1: Project Report (weightage 50%, Project of 3000 Words Max)
- ❖ Assessment 2: Coursework (weightage 50%, Coursework of 3000 Words Max)

Learning Outcomes and Contents:

| No. | Learning Outcomes | Content Covered |
|-----|--|---|
| 1 | LO1: Understand how to critically analyse business data in an organizational decision-making context. | <ul style="list-style-type: none"> • Role of an analyst in a business organisation • Divergent data handling in an organisational context • Marketing predictions and data analysis for marketing functions • Qualitative and quantitative data • Data to Insight in decision-making |
| 2 | LO2: Demonstrate an understanding of the principles of business analytics. | <ul style="list-style-type: none"> • Introduction to analytics • Business Analytics defined • Business Analytics Lifecycle • Categories of Business Analytics • Tools • Business Analytics in Practice • Introduction to Big Data |
| 3 | LO3: Demonstrate proper application of data management and data analysis techniques. | <ul style="list-style-type: none"> • Web and business data analysis • Socio-technical approaches • Use of diagramming techniques and tools for analysis • Types of data – Population & Sample • Cross-sectional & Time series • Missing Data |
| 4 | LO4: Application of different statistical data analysis methods and data visualization techniques to arrive at sound business decisions. | <ul style="list-style-type: none"> • Modifying data using MS Excel – sorting, filtering, conditional formatting • Descriptive statistics using MS Excel • Creating distributions from data • Measures of Location • Measures of variability • Analyzing distributions |

5.6 Application of Business Analytics

| | |
|------------------------------|---------------------------------------|
| Guided Learning Hours | : 40 Hours |
| Level of Study | : SCQF Level-11 (EQF- Level 7) |
| Unit Code | : J1EV04 |
| Credits (SCQF) | : 20 Credits |

Module Description

This module briefly describes how organizations find value and make decisions using huge volumes of data. The module introduces the student to the scope of value creation underlined by the foundational concepts of business analytics. Also, applications of business analytics is introduced to the student, with special reference to social media analytics for business. This module discusses the interplay of analytics, businesses, social media and information technology to drive competitive advantage in organizations.

After successful completion of the module, the students will be able to:-

- Understand how organizations can build capabilities to apply advanced analytical techniques.
- Describe descriptive analytics and the use of association rules to discover intra transaction patterns.
- Explain the importance of customer analytics in organizations.
- Explain how analytics can aid strategic decisions such as building new customer base or retaining existing customer base.
- Demonstrate knowledge of the various applications of analytics in diverse areas such as risk management and social media.
- Social Web Harvesting Tools and Techniques
- Concerns, challenges and ethical consideration in Social Media Analytics for business.
- Social Media Mining and Community Analysis.
- Apply the analytics' advanced applications for problem solving and decision making.

ASSESSMENT CRITERIA

- ❖ Assessment 1: Coursework (weightage 50%, Project of 3000 Words Max)
- ❖ Assessment 2: Coursework (weightage 50%, Coursework of 3000 Words Max)

Learning Outcomes and Contents:

| No. | Learning Outcomes | Content Covered |
|-----|--|---|
| 1 | LO1: Critically analyse business problems, including the opportunities for organizations to become more analytical and data-driven to solve such problems. | <ul style="list-style-type: none"> • The framework of Business Analytics • Decision-making perspective • Tools & Systems perspective • The relevance of analytics in different industries • Measuring the value of analytics • Building analytics capability |
| 2 | LO2: Evaluation of different categories of analytics from individuals to corporates. | <ul style="list-style-type: none"> • Define analytics categories • Predictive analytics • Linear regression • Association rules • Sequence rules • Segmentation • Protection of privacy and personal data |
| 3 | LO3: Understand the importance of analytics in social media functions. | <ul style="list-style-type: none"> • Ethical issues of social media analytics • Big Data - Social Computing data sources • Social Media Mining and Community Analysis • Information Diffusion and Social Influence • Social media analytics |
| 4 | LO4: Understand some of the advanced applications of analytics in business industry. | <ul style="list-style-type: none"> • Understand Advanced Analytics & Applications • Credit risk modelling • Churn prediction • Recommender systems • Sentiment analytics • Fraud analytics • Web analytics • The Future trends: Robotics, AR and AI |

5.7 Research Methods and Dissertation

| | |
|-----------------------|-----------------------|
| Level of Study | : Postgraduate |
| Unit Code | : RM701 |
| Credits (ECTS) | : 60 Credits |

Module Description

The dissertation is an opportunity for students to demonstrate their ability to investigate issues of their own choice over a significant period. Essentially this is an individual effort but it is carried out under the guidance and advice of a supervisor. Research is a creative and investigative process in which only learners can develop fully. A supervisor/dissertation guide will be appointed to each student and the role of the supervisor is to act as a learning resource for the student. It is the student's responsibility to make use of that opportunity, in consultation with the supervisor. The student is therefore expected to accept responsibility for the management of his/her learning. Following the allocation of a supervisor, the student should contact

- *Clarifying the terms of the research;*
- *Suggesting areas of reading;*
- *Reviewing the proposed methodology; Establishing a timetable for the research which also includes initial dates for further meetings between the student and supervisor;*
- *Advising the student about appropriate standards and conventions concerning the assessment;*

Learning Outcomes

The student needs to use his/her discretion in handling various aspects of the research investigation. Nevertheless, in presenting your work it is important that you process and order information sequentially. The following list highlights the essential parts which the completed work should contain:

- ▶ *Front Cover*
- ▶ *Title Page*
- ▶ *Acknowledgments*
- ▶ *Contents Page (Contents, List of Tables, Figures and Appendices)*
- ▶ *Abstract/Executive Summary*

- ▶ *Introduction*
- ▶ *Aim and Objectives*
- ▶ *Literature Review*
- ▶ *Methodology*
- ▶ *Investigation: Results*
- ▶ *Investigation: Analysis*
- ▶ *Conclusion (with suggestions for further work)*
- ▶ *Recommendations (if appropriate)*
- ▶ *References/Bibliography*
- ▶ *Appendices (see Section Four)*



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