

H8BDA: Business Data Analysis

Module Code:	H8BDA
Long Title	Business Data Analysis APPROVED
Title	Business Data Analysis
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	EUGENE O'LOUGHLIN
Module Author:	EUGENE O'LOUGHLIN
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Explain the principles and uses of descriptive statistics and inferential statistics.
LO2	Use Principles of statistical Inquiry
LO3	Carry out analyses based on descriptive and inferential statistics within a business context
LO4	Demonstrate the usage of methodologies applied in prediction (forecasting)
LO5	Use and understand software tools for business data analysis (e.g. SPSS, R, Excel)
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

H8BDA: Business Data Analysis

Module Content & Assessment			
Indicative Content			
Descriptive Statistics/Data Presentation (30 %) Arrangement, pre-processing and representation of data Measures of central tendency (mode, median, mean) Measures of dispersion (range, variance, standard deviation) Scales of Variables Statistical graphics & figures (e.g., pie chart, bar chart)			
Inference Statistics (35 %) Standard Errors Hypothesis Testing Parametric Tests (e.g., T-Test, ANOVA, regression) Non-parametric Tests (e.g., chi-square tests)			
Prediction/Forecasting (35 %) Simple Linear Regression Correlation Smoothing and filtering of data Nature of time series			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Assessment will consist of week graded tutorials to carry our statistical analysis on sample data sets using tools such as Excel, R, and SPSS.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2
Non-Marked:	No		
Assessment Description: End-of-Semester Final Examination			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			

H8BDA: Business Data Analysis

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				3.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Total Weekly Contact Hours				2.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Neil J. Salkind. (2014), <i>Statistics for People Who (Think They) Hate Statistics</i>, 5th. Sage Publications, Inc, Thousand Oaks, p.483, [ISBN: 978-1-4522-777].</p> <p>McClave, James & Sincich, Terry. (2012), <i>Statistics</i>, 12th edition.. Pearson.</p>	
<i>Supplementary Book Resources</i>	
<p>Andy Field. (2013), <i>Discovering Statistics Using IBM SPSS Statistics</i>, 4th. Sage Publications Inc, London, p.915, [ISBN: 978-1-4462-49].</p> <p>Peter Dalgaard. <i>Introductory Statistics with R</i>, 2008. Springer, p.364, [ISBN: 9780387790534].</p> <p>Maindonald John. (2008), <i>JohnUsing R for data analysis and graphics. Introduction, code and commentary</i>http://cran.r-project.org/doc/contrib/usingR.pdf. ..</p> <p>McClave, James T., Benson, George & Sincich, Terry. (2013), <i>Statistics for Business and Economics</i>, 12th. Prentice Hall.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	