

H8BIA: Business Intelligence and Analytics with Social Media

Module Code:	H8BIA
Long Title	Business Intelligence and Analytics with Social Media APPROVED
Title	Business Intelligence and Analytics with Social Media
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	Simon Caton
Module Author:	Simon Caton
Departments:	
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	Identify, apply and distinguish between foundational theories of social media analysis for business intelligence use cases and case studies
LO2	Construct and infer business value from social media applications and scenarios
LO3	Evaluate pertinent theories and methods of social media analysis in the context of business intelligence
Dependencies	
Module Recommendations	
20650	H7BID Business Intelligence and Data Warehousing I
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Overview and Foundations • Business Intelligence and Analytics 1.0 - 3.0. • Applications of Social Media for Business Intelligence. • Business Uses of Social Media.			
Accessing Social Media Data • Tools for accessing and transforming social media data, e.g. NodeXL and Wandora.			
Foundations of Network Analysis • Foundations of Graph Theory Centrality Indices and Concepts Network Models and Connectivity.			
Analysing the Social Web • Tie strength Trust Network Propagation Location-based Analysis Ego-centric and socio-centric networks.			
Text Analysis, Mining and Analytics • Content Analysis Bags of Words Sentiment Analysis Topic Modelling.			
Assessment Breakdown			%
Coursework			40.00%
End of Module Assessment			60.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2
Non-Marked:	No		
Assessment Description: Group-based Case Studies: in each case study, learners should define a business intelligence pipeline using self-curated online social media data sets. Learners propose several business intelligence use cases and construct proof-of-concept analysis frameworks that leverage appropriate methods of analysis to illustrate potential business value.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	60
Assessment Date:	End-of-Semester	Outcome addressed:	1,3
Non-Marked:	No		
Assessment Description: End-of-Semester Final Examination			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>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.</i>			

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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	2	Every Week	2.00
Independent Learning	No Description	17	Every Week	17.00
Total Weekly Contact Hours				4.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	2	Every Week	2.00
Independent Learning	No Description	17	Every Week	17.00
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
Jennifer Golbeck. (2013), <i>Analyzing the Social Web</i> , Morgan Kaufmann, p.290, [ISBN: 978-012405531].	
Ulrik Brandes (Editor), Thomas Erlebach (Editor). <i>Network Analysis : Methodological Foundations</i> , Springer, p.471, [ISBN: 9783540249795].	
<i>Supplementary Book Resources</i>	
Derek Hansen, Ben Shneiderman, Marc A. Smith. <i>Analyzing Social Media Networks with NodeXL</i> , Morgan Kaufmann, p.304, [ISBN: 9780123822291].	
Matthew A. Russell. (2013), <i>Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More</i> , O'Reilly, p.444, [ISBN: 9781449367619].	
Sholom M. Weiss, Nitin Indurkha, Tong Zhang. <i>Fundamentals of Predictive Text Mining</i> , Springer, p.283, [ISBN: 1849962251].	
<i>Recommended Article/Paper Resources</i>	
Negash, S.. (2004), <i>Business intelligence</i> , The Communications of the Association for Information Systems, 13(1).	
Chen, H., Chiang, R. H., & Storey, V. C.. (2012), <i>Business Intelligence and Analytics: From Big Data to Big Impact</i> . MIS quarterly, MIS Quarterly: Management Information Systems, 36(4).	
<i>Supplementary Article/Paper Resources</i>	
Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S.. (2011), <i>Social media? Get serious! Understanding the functional building blocks of social media.</i> , Business horizons, 54(3), p.241-2.	
Lim, E. P., Chen, H., & Chen, G.. (2013), <i>Business intelligence and analytics: research directions.</i> , ACM Transactions on Management Information Systems (TMIS), 3(4).	
Chau, M., & Xu, J.. (2012), <i>Business intelligence in blogs: Understanding consumer interactions and communities</i> , MIS Quarterly: Management Information Systems, 36(4).	
<i>Other Resources</i>	
[Website], NodeXL: Network Overview, Discovery and Exploration for Excel, http://nodexl.codeplex.com/	
[Website], wandora: the knowledge management application, http://wandora.org/www/	
Discussion Note:	