

# **ANL488 Business Analytics Applied Project**

**Level:** 4

**Credit Units:** 10 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY REGULAR SEMESTER

## **Synopsis:**

With this project, students will apply the techniques and skills they acquired to individually assigned problems. Students will identify appropriate projects in which data mining techniques will be applied to provide useful information to make decisions.

## **Topics:**

- Problem Identification
- Project Research Method
- Project Research Design
- Project Proposal Writing
- Project Planning and Establishing Milestone
- Analysis and Recommendations
- Project Report Writing
- Project Presentation

## **Textbooks:**

Business Analytics Applied Project Handbook  
ISBN-13: AC-0095

**Learning Outcome:**

- Appraise relevant references to the selected business analytics project topic to form the Literature Review.
- Evaluate the suitability of alternative business analytics methodologies for the project proposal.
- Critique the impact of the project proposed.
- Formulate a viable business analytics project proposal under individual supervision.
- Apply appropriate business analytics techniques to the business analytics problem, including conducting business understanding, data understanding, data preparation, modelling, evaluation and deployment.
- Discuss the business analytics problem.
- Implement the project proposal.
- Recommend courses of action through an appropriately written project report.
- Debate the effectiveness of the proposed business analytics solution.
- Defend project results to peers and supervisors.

**Assessment Strategies - Regular Semester (Evening Class):**

| <b>Components</b>             | <b>Description</b>  | <b>Weightage Allocation (%)</b> |
|-------------------------------|---------------------|---------------------------------|
| Overall Continuous Assessment | PROJECT PROPOSAL 1  | 20                              |
| Overall Examinable Components | PROJECT DEVELOPMENT | 20                              |
|                               | FINAL REPORT        | 60                              |
| <b>Total</b>                  |                     | <b>100</b>                      |

\*The information listed is subject to review and change.