

ANL552 Data Analytics for Managers

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

With the evolution of Industry 4.0, data analytics is becoming a key decision making tool in business organisations. Professionals who are familiar with business analytics for management are highly sought-after in today's competitive market. This course equips students with the key skills in business analytics and data visualisation. Students will learn to formulate a business problem and prepare data required for constructing an analytics solution relevant to the business problem. Through hands-on projects, students will gain experience in turning big data into important insights that can lead to better organisational performance

Topics:

- Business Analytics as a Key Modern Approach in Business Management
- Business Analytics Cycle
- Overview of Data Mining
- Analytics Techniques
- Data Exploration and Preparation
- Construction of Analytics Solution using Application Software

Learning Outcome:

- Assess the key aspects of business analytics
- Evaluate the business analytics cycle
- Appraise the feasibility of a potential analytics application
- Create a statement for a problem that is solvable using analytics
- Prepare data for mining and analysis
- Select an appropriate analytics solution approach
- Construct an analytics solution based on the identified problem

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	PARTICIPATION 1	15
	GROUP BASED ASSIGNMENT 1	25
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.