

## **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

### **Textbooks:**

Chapman and Hall, David Roi Hardoon, Galit Shmueli: Getting Stated with Business Analytics: Insightful Decision-making Taylor & Francis (2013)  
ISBN-13: 1498759670

**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 (Evening Class):**

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