

# GSP193 Data Management in The Digitalised Workplace

**Level:** 1

**Credit Units:** 2.5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

## Synopsis:

Data analytics opens an objective pathway for organizations to achieve quality decision-making for business improvement. This is because data analysis and data mining reveal hidden patterns and relationships among data.

Unlike structured data, most data today is unstructured (big data). Organizations today grapple with a variety of big data like video, audio and discussion threads. The challenge is to convert big data into traditional forms so that existing data analytics tools can be used to analyse them. The course will also discuss big data challenges.

## Topics:

- Sources of data
- Fundamentals of Data Mining
- Using excel spreadsheet for data analytics
- Big Data Analytics
- Overview of data governance
- Cybersecurity and Personal data protection act (PDPA)

## Learning Outcome:

- Differentiate the various aspects of data mining.
- Discuss the use of data to support decision making.
- Define the characteristics of Big Data.
- Explain the potential benefits and challenges of using Big Data.
- Discuss the success factors relating to data governance.
- Discuss the various ways to protect the data.
- Use of appropriate data mining techniques for business problems.
- Interpret the results of a data mining analysis.
- Recommend the appropriate analytics techniques to generate useful information to support decision-making for a variety of business and other problems.
- Apply cybersecurity measures.

## Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	QUIZ 1	20
	TUTOR-MARKED ASSIGNMENT 1	30

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 2	40
<b>Total</b>		<b>100</b>