

LBUSI4290A Introduction to Data Analytics

Course Descriptor

Discipline	Business and Project Management
UK Credit	30
FHEQ level	4
Prerequisites	N/A
Corequisites	N/A

Course Overview

The course aims to equip learners with essential quantitative methods and techniques relevant to Accounting and Finance. Learners will develop a thorough understanding of analytical and numerical techniques that enable them to perform financial analysis. The course will enable learners to understand and apply formulae, ratios, and probability techniques to model risk and uncertainty. Learners will calculate, explain and use descriptive statistics, and examine how to collect, analyse, and summarise quantitative data for Accounting and Finance purposes.

Learning Outcomes

On successful completion of the course, learners will be able to:

Knowledge and Understanding

- K1a Explain and apply basic mathematics including arithmetic and algebra.
- K2a Explain and apply fundamental statistical methods and techniques including descriptive statistics and probability.

Subject Specific Skills

- S1a Compare and analyse competing financial data sets using ratios and descriptive statistics.
- S2a Develop visualisation of quantitative data to enable solving financial problems.

Transferable and Professional Skills

- T1a Use relevant Information Technology Systems to perform quantitative and statistical analysis.
- T2a Apply problem-solving skills to predefined scenarios.
- T3a Display a developing technical proficiency in written English and an ability to communicate clearly and accurately in structured and coherent pieces of writing.

Teaching And Learning

This is an e-learning course, taught throughout the year.

Teaching and learning strategies for this course will include:

- Online seminars for small group discussion
- Online informal discussion groups
- Online learning
- Online assessment

Course information and supplementary materials will be available on the University's Virtual Learning Environment (VLE).

Learners are required to attend and participate in all the formal and timetabled sessions for this course. Learners are also expected to manage their self-directed learning and independent study in support of the course.

The course learning and teaching hours will be structured as follows:

- Off-the-job learning and teaching (12 days x 7 hours) = 84 hours
- On-the-job learning (24 days x 7 hours) = 168 hours (e.g. 2 days per week for 12 weeks)
- Private study (4 hours per week) = 48 hours

Total = 300 hours

Workplace assignments (see below) will be completed as part of on-the-job learning.

Assessment

Formative

Learners will be formatively assessed during the course through regular quizzes to gradually build and ensure learning outcomes are met. These will not count towards the final degree but will provide learners with developmental feedback.

Summative

AE	Assessment Type	Weighting	Duration	Length
1	Examination	30%	2 hours	N/A
2	Written assignment (report)	70%	N/A	1500 words

*AE1 uses linear marking

Feedback

Learners will receive formal feedback in a variety of ways: written (via email correspondence); oral and indirectly through discussion during group tutorials. Learners will also attend a formal meeting with their Success Manager and Employer. These tripartite reviews will monitor and evaluate the learner's progress.

Feedback is provided on summatively assessed assignments and through generic internal examiners' reports, both of which are posted on the VLE.

Indicative Reading

Note: Comprehensive and current reading lists for courses are produced annually in the Course Guide or other documentation provided to Learners; the indicative reading list provided below is used as part of the approval/modification process only.

Books

Newbold, P., Carlson, W.L. and Thorne, B.M. (2023) ***Statistics for Business and Economics***, 9th edition. Harlow, Pearson.

Haeussler, E., Paul, R. and Wood, R., (2022) ***Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, Global edition***, 14th edition. London: Pearson.

Neill, H. and Johnson, T. (2018) ***Mathematics: A Complete Introduction: The Easy Way to Learn Maths***, 2nd edition. Teach Yourself.

Indicative Topics

Learners will study the following topics:

- Functions and equations
- Fractions and percentages
- Linear algebra

- Calculus (differentiation and integration)
- Probability
- Descriptive statistics
- Regression analysis
- ANOVA
- Data visualisation and representation

Version History

Title: LBUSI4290A Introduction to Data Analytics					
Approved by: Academic Board					
Location: Academic Handbook/Programme Specifications and Handbooks/Undergraduate Apprenticeship Programmes/ BSc (Hons) Applied Accounting and Finance/ Course Descriptors					
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