

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Science in Business Analytics Awarded by University of Northampton
Module Title	Business Intelligence
Module Syllabus No. (if any)	BSOM079
Content	Introduction to BI, Analytics, and Data Science, Organisation structure and BI strategy, Data Analysis tools, Big Data, Analytics, Dashboards and Visualization, performance measurement systems, ethics and Big Data and emerging trends and technologies within the context.
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weightages	AS1 Report Individual Report (2400 words) PJ1 Project Group project presentation (10 mins individual contribution)
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University calendar
Recommended Text	Business intelligence, analytics, and data science: a managerial perspective. Ramesh Sharda; Dorsum Dalen; Efraim Turban-2018 Global edition
Additional Reference Texts (if any)	--
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Critically appraise current theory and practice in Big Data Analytics, Decision Support Systems and Business Intelligence
2	Appraise the role of BI strategy in driving companies' insight.
3	Apply data analysis and visualisation on a sample dataset, appropriate to the level of study, and to provide recommendations on the driven insights to specialist and non-specialist audiences.
4	Identify and appraise emerging trends within the field and evaluate the social and ethical aspects
5	Communicate complex topics and concepts effectively using different communication means such as report writing, use of ICT and/or presentation to specialist and non-specialist audience.
6	Autonomously evaluate specialised contexts, requiring selection and application from a wide range of information sources.
7	Successfully perform in a team and propose solutions for a given problem scenario.
8	The purpose of this module to provide the opportunity to the learners to evaluate the underlying concepts in business intelligence and analytics, decision sciences and Big Data. The students will also engage with the application of some data analytic techniques in given case studies.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.