



## MGT200 Unit Outline

<b>Unit Code and Title:</b> MGT200 FUNDAMENTALS OF BUSINESS ANALYTICS
<b>Course(s):</b> Bachelor of Business (Technology Management), Associate Degree in Business and Technology
<b>Core Unit:</b> Yes
<b>Credit Points:</b> 10 credit points
<b>Study Period:</b> Year Two
<b>AQF Level 7:</b> One Quadmester
<b>Study Load:</b> Students should expect to spend approximately 130 hours on studying and completing assignments across the study period. This includes time spent attending scheduled weekly classes, Work Integrated Learning (WIL) activities (if any), undertaking private study, and preparing for assessments, and examinations.
<b>Pre-Requisite:</b> There are two prerequisites BIS100 Introduction to Business Information Systems and BUS101 Quantitative Methods.
<b>Mode(s) of Delivery:</b> This unit will be delivered predominantly face-to-face and online via Learning Management System (Canvas)/Zoom with recordings available for later viewing. Where appropriate, assessments MUST be submitted to Turnitin for authentication checking

### Unit Description:

Business analytics refers to the ways in which organisations use data and information to support their operations, decision making and planning. In this unit students will learn to use data analytics tools to support decision making and planning in a business context. The unit explores the challenges of undertaking data driven decision making and planning and the ways in which organisations can incorporate these processes into their normal functions. Topics covered include business structures to support data analytics, descriptive analysis, predictive and prescriptive analytics, data modelling and technologies used in data analytics.

### Prescribed Textbook:

Albright., S.C. and Winston, W.L., 2020. Business Analytics: Data Analysis and Decision Making 7th Ed. Cengage Learning.

**Unit Learning Outcomes (ULOs):** On successful completion of this unit, students will be able to:

[ULO1] Explain the background of data analytics and its relevance in an organisational context.

[ULO2] Outline the scope and limitations of baseline data analytics methods.

[ULO3] Identify appropriate data analytics methods to be used in various scenarios to meet diverse stakeholder requirements.
[ULO4] Apply data analytics methods to explore, gain an understanding of and make predictions from data sets.
[ULO5] Communicate and report on the results of analysis using data analytics

**Assessment Requirements:**

Assessment Type	Due	Weighting (% of total marks)
Assessment 1: Discussion Forum – Online	Week 1 to 8	10%
<p>Assessment 2 Individual Case Study Report:</p> <p>The purpose of this assessment is to allow students the opportunity to demonstrate their understanding of the given topic content from week 1 to 4 by exploring the role of data analytics within an institution from a range of sources.</p> <p>The word length guide for this individual case study report is 1,500 words and an individual summary from each group member. Variations of plus or minus 10% of word limitation are acceptable.</p>	Week 4	15%
<p>Assessment 3: Group Case Study Report and Presentation:</p> <p>Groups will be required to prepare a full business report that includes an analysis of the data presented in the case study and recommendations related to the analysis of that data. Groups identify gaps in the data analytics case study provided before writing the report and delivering a presentation in which they describe and discuss alternatives. The report is to be presented as a professional business report.</p> <p>Presentations to address the key points of the group report must be approx. 15-20 minutes long in which all group members participate and occupy discrete roles.</p> <p>Groups of three or four must provide a 6000-word written report with an individual reflective summary report of 1500 words from each group member. Variations of plus or minus 10% of word limitation are acceptable.</p>	Week 8	25%  (Report 20% plus presentation 5%)
Assessment 4: Final examination (Closed Book). The 3 hours invigilated examination is conducted in the week 10 following the week 9 of study break and exam revision	Week 10	50%

**Note:** It is your responsibility as a student to regularly check the academic policy documents available on the school website and unit materials available on the Learning Management System (LMS). **\*Failure to do so could lead to students taking a risk of failing to maintain satisfactory progress in the unit and completing the course on time. \*A breach of academic integrity could lead to the imposition of penalties.**