

## Subject Description Form

<b>Subject Code</b>	MM2425
<b>Subject Title</b>	Introduction to Business Analytics
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	None
<b>Role and Purposes</b>	This subject aims to expose students to the cutting edge practices and technologies which are used for transforming business data and big data into useful information. It focuses on the cultivation of a sense of viewing business problems from a data perspective and critical thinking in business analytics. Through equipping students with a solid understanding of the principles, methods and technologies for business analytics, students can apply business intelligence tools to effectively address various issues faced by organizations.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Understand the current concepts and applications of business analytics in both local and global business environments <b>(BBA Outcome 6)</b></li> <li>b. Analyze business situations and tackle business problems using various types of business analytics tools <b>(BBA Outcome 6)</b>.</li> <li>c. Think critically and creatively on applying business analytics in different business contexts and daily contexts <b>(BBA Outcome 6)</b></li> <li>d. Identify and evaluate business opportunities using business analytics <b>(BBA Outcome 5)</b></li> <li>e. Identify the critical managerial and ethical issues in using business analytics <b>(BBA Outcome 6)</b></li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>The subject presents an overview of strategic and managerial issues on business analytics in modern enterprises. Upon completion of the subject, students will be able to grasp fundamental issues of business analytics:</p> <p><b>Business Analytics Overview</b> Introduction to business analytics, data-analytic thinking, data science solution for business problems</p> <p><b>Predictive Modelling</b> Introduction to predictive modeling. Forecasting analytics.</p> <p><b>Prescriptive Analytics</b> Introduction to optimization and simulation.</p> <p><b>Decision Analytics</b> What is a good model? Visualizing model performance, introduction to data</p>

	mining and text analytics.																																																																			
<b>Teaching/Learning Methodology</b>	<p>The course will use a variety of methods as its pedagogy to help students achieve the above learning outcomes.</p> <ol style="list-style-type: none"> <li>1. General announcement and an opportunity for students to ask questions to address any unfinished thoughts from the previous class;</li> <li>2. Overview of the current class agenda and its relationships to past discussion;</li> <li>3. Extended period of students- or instructor-led discussion of the key issues in the assigned case or readings. Collaborative learning strategies (learning via discussion in a small group) may be employed during part of this time;</li> <li>4. Lab sessions during tutorials to provide students hands-on experiences of using business analytics tools.</li> </ol>																																																																			
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment</b></td> <td><b>60%</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Individual Assignment</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>3. Group Case Studies</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Group Assignment</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td><b>Examination</b></td> <td><b>40%</b></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td><b>Total</b></td> <td><b>100 %</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in <b><u>BOTH</u></b> the Continuous Assessment and Examination components</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject to have a balanced learning experience.</p> <p>Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	<b>Continuous Assessment</b>	<b>60%</b>						1. Participation	10%	✓	✓	✓	✓	✓	2. Individual Assignment	10%	✓	✓	✓			3. Group Case Studies	20%	✓	✓	✓	✓	✓	4. Group Assignment	20%	✓	✓	✓	✓	✓	<b>Examination</b>	<b>40%</b>	✓	✓	✓	✓	✓	<b>Total</b>	<b>100 %</b>					
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<b>Student Study</b>	Class contact:																																																																			

<b>Effort Expected</b>	▪ Lectures	26 Hrs.
	▪ Tutorials	13 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	28 Hrs.
	▪ Preparation of assignment / group assignment and presentation / examination	56 Hrs.
	Total student study effort	123Hrs.
<b>Reading List and References</b>	<p>Recommended Textbooks</p> <p>Camm, J. (2017). Essentials of Business Analytics (Second ed.). Boston, MA: Cengage Learning.</p> <p>Reference Books</p> <p>Albright, S. C. and Wayne L. Winston (2014), Business Analytics: Data Analysis &amp; Decision Making, 5th Edition, Cengage Learning.</p> <p>Morrison, R. (2015). Data-driven Organization Design: Sustaining the Competitive Edge through Organizational Analytics, EBSCOhost ebook collection.</p> <p>Provost, F., &amp; Fawcett, Tom. (2013). Data Science for Business (1st ed.). Sebastopol, Calif: O'Reilly.</p> <p>Ragsdale, C. (2015). Spreadsheet Modeling &amp; Decision Analysis: A Practical Introduction to Business Analytics (7e, Seventh ed.). Stamford, CT: Cengage Learning.</p>	