IB3K5-12 Artificial Intelligence for Business

21/22

Department
>Warwick Business School

Level
>Undergraduate Level 3

Module leader
>Yang Yang

Credit value
>12

Module duration
>10 weeks

Assessment
>100% coursework

Study location
>University of Warwick main campus, Coventry

Description

Introductory description

N/A.

[Module web page](#)

Module aims

By providing understanding/insight for decision-making via access to structured data & knowledge assets across the enterprise as well as unstructured data throughout the internet and sensory technologies, data analytics enables an organisation to sense & respond to the demands of its operating environment.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Strategic nature and application of business intelligence practices and enterprise data management technologies in

contemporary organisations.

Management of data warehousing and business intelligence practices.

Business Analytics applications and tools.

Business intelligence practices: knowledge management, customer relationship mgt. and supply chain management

(CRM/SCM), business performance management, data mining.

Challenges in enterprise data/knowledge management: the case of dashboard.

Learning outcomes

By the end of the module, students should be able to:

- Understand the strategic nature of enterprise data knowledge management technologies and data analytics practices.
- Understand the strategic significance of the BI and Business Analytics systems, and the managerial issues associated with the selection and adoption of such data and manipulation technologies.

Indicative reading list

Davenport and Harris (2007). Competing on Analytics. HBR Press.

Sherman, R (2014) Business Intelligence Guidebook: From Data Integration to Analytics, Morgan Kaufmann.

Turban, E, Sharda, R, Delen, D. (2014) Business Intelligence and Analytics: Systems for Decision Support, Global Edition, Paperback. Pearson.

Turban, E., Sharda, R., Delen, D, & King, D (2011). 2nd ed. Business Intelligence: A Managerial Approach. Prentice Hall

Subject specific skills

Understand the managerial and organisational issues associated the use of data and business analytics systems and enterprise business intelligence practices.

Transferable skills

Know how to recommend management policies and measures to enable an organisation to exploit data/knowledge assets and information technologies effectively.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (17%)
Total	120 hours

Type	Required
Seminars	9 sessions of 1 hour (8%)
Private study	36 hours (30%)
Assessment	55 hours (46%)
Total	120 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Individual Assignment (12 CATS)	70%	38 hours
Group Presentation (12 CATS)	30%	17 hours

Feedback on assessment

Verbal and written.

Availability

Courses

This module is Optional for:

- Year 3 of UESA-HN11 BSc Engineering and Business Studies
- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
    - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
    - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian

- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- Year 3 of UIBA-MN32 Undergraduate Law and Business Studies
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
  - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
  - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies

This module is Option list A for:

- UIBA-N203 BSc in International Management
  - Year 4 of N203 International Management
  - Year 4 of N203 International Management
- Year 3 of UIBA-N201 BSc in Management
- Year 4 of UIBA-N202 BSc in Management (with Intercalated Year/UPP)
- Year 3 of UIBA-N211 Undergraduate Information Systems Management and Innovation
- Year 4 of UIBA-N214 Undergraduate Information Systems Management and Innovation (with Intercalated Year)

This module is Option list B for:

- UIBA-N201 BSc in Management
  - Year 3 of N230 Management with Finance
  - Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
  - Year 4 of N231 Management with Finance (with Intercalated Year)
  - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate Partnership Programme)
  - Year 4 of NN36 Accounting and Finance (Intercalated)
  - Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)