

# WM9A5-15 Digital & Data Science Consultancy

**24/25**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Awinder Kaur

**Credit value**

15

**Module duration**

4 weeks

**Assessment**

100% coursework

**Study locations**

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

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## Description

### Introductory description

Digital and Data Science technologies have grown significantly in the last decade in terms of both organisational adoption and their importance to operational practices. Equally, however, such technologies have grown in complexity and sophistication. As a consequence, many organisations can struggle to identify the opportunities available to them through digitalisation and machine learning, and to effectively implement and optimise these solutions.

In such a climate, there is an increasing demand for Digital Business professionals who have both a thorough technical understanding of digital/data technology, and the ability to effectively communicate with key stakeholders to build comprehensive requirements and design successful implementations. These professionals can be external to the organisation (e.g. management consultancy firms), but there is also similar demand for staff to act as internal-consultants.

### Module aims

The principal aim of the module is to give participants exposure to the varied workload and challenges associated with delivering digital and data science projects in the real world. Alongside

the taught curricula, participants will engage in a hands-on simulation of a consultancy project to incorporate all of the key elements and milestones - from client requirements and requirements elicitation, through to data exploration and initial analyses, before delivering a final, full project plan and timeline.

## **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.

What is Digital & Data Science Consultancy?

- Business Analysis and Requirements a. Business Analysis b. Systems Thinking c. Requirements Gathering and Elicitation

Project Scoping and Engagement Management

- Project Scoping and Design
- Project Management for Consultancy Projects
- Digital Solutions for Consultancy Projects

Solution Design and Implementation

- Determining the Problem/Solution Space
- Decision Science & Multi-Criteria Decision Analysis
- Data analysis and solution matching
- Solution Implementation
- Change Management

Capstone Project a. Industry Case Study b. Digital Consultancy Simulation c. Client Presentations

## **Learning outcomes**

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

- Demonstrate a comprehensive understanding of digital and data science consultancy concepts
- Evaluate complex organizational issues and assess the suitability of advanced data technologies for specific use cases
- Demonstrate a sound conceptual understanding of the forefront of digital & data science consultancy practice and their application in real-world scenarios
- Critically evaluate the systematic and operational risks associated with digital transformations and develop comprehensive mitigation strategies
- Critically assess advanced data technologies for diverse applications in a collaborative environment, and collectively interpret complex organizational challenges to develop and inform practical, real-world consultancy solutions.

## **Indicative reading list**

[View reading list on Talis Aspire](#)

## **Interdisciplinary**

A mixture of technology/computing topics, statistics, and business topics

## **International**

Topics are of high international demand

## **Subject specific skills**

Digital transformation, multi-criteria decision analysis, soft systems and decision analysis, consultancy practice, project planning

## **Transferable skills**

Consultancy skills, project management, communication skills, teamwork

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## **Study**

### **Study time**

Type	Required
Lectures	20 sessions of 1 hour (13%)
Seminars	10 sessions of 1 hour (7%)
Practical classes	(0%)
Online learning (independent)	60 sessions of 1 hour (40%)
Assessment	60 hours (40%)
Total	150 hours

### **Private study description**

No private study requirements defined for this module.

### **Costs**

No further costs have been identified for this module.

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## **Assessment**

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

## Assessment group A3

	Weighting	Study time
Group Assessment	30%	18 hours
This group assessment will include a presentation of the project plan and demonstration of results to the client. It should also include the development of online tools such as Kanban boards, wikis and similar to support the project plan.		
Assignment	70%	42 hours
A business-style report discussing core topics in digital & data science and consultancy		

## Feedback on assessment

Verbal feedback for group assessment. Written feedback for individual assignment.

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## Availability

## Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)