

IB122-15 Business Analytics

26/27

Department

Warwick Business School

Level

Undergraduate Level 1

Module leader

Katy Hoad

Credit value

15

Module duration

10 weeks

Assessment

30% coursework, 70% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module is only open to WBS undergraduate students, and some students taking joint degrees with WBS and another department. Students from other departments cannot take this module. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

Business Analytics is used by companies committed to data-driven decision-making. It is the practice of methodical and intelligent exploration of an organisation's data to gain insight and drive business strategy and operational decisions

[Module web page](#)

Module aims

The overall aim of this module is to enable students to develop an analytic mind-set and give them a basic data literacy useful for the business environment. The module aims to give students an understanding of the three main types of business analytics:

Descriptive analytics – provide insight into the past and answer the question “what has happened?”

Predictive analytics – use of quantitative data modelling techniques to provide insight into the future and answer the question “what might happen?”

Prescriptive analytics – investigate the actions needed to achieve predicted desired outcomes and answer the question “what should I do?”

Teaching is via lectures and workshops with an emphasis on solving real-life problems using case study material. The workshops offer students the opportunity to apply the concepts introduced in the lecture material. Assessment is via examination and assignment, offering students the opportunity to demonstrate their ability to understand and apply the material to relevant problems.

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.

An introduction to descriptive, predictive and prescriptive analytics.

Statistical and mathematical modelling of ‘real’ business data to answer descriptive, predictive and prescriptive business questions.

Learning outcomes

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

- Be able to describe the 3 main types of analytics (Descriptive, Predictive and Prescriptive) and understand their importance in the business decision making process
- Be able to demonstrate familiarity with basic quantitative analytic concepts and some specific business analytic techniques, e.g. statistical modelling of multivariate data, mathematical programming and optimisation methods for decision making.
- Use appropriate software to analyse business data and carry out some of the more common descriptive, predictive and prescriptive analytic methods/techniques, e.g. statistical modelling of multivariate data, mathematical programming and optimisation methods for decision making.
- Understand and interpret the output / results of such analytic techniques in a business context.
- Problem solving skills.
- Critical and logical thinking.
- Analytical mindset.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Be able to apply some practical real world analytical approaches for business decision making / problem solving. Have developed a working knowledge of appropriate analytical software.

Transferable skills

Problem solving skills. Critical and logical thinking. Analytical mindset. Competency in understanding and producing numerate / quantitative communication. Developed a basic data literacy useful for the business environment.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 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 DA

Assessment component	Weighting	Study time	Eligible for self-certification
Group Work	30%	22 hours	No

	Weighting	Study time	Eligible for self-certification
Reassessment component			
Individual Assignment			Yes (extension)
Assessment component			
Centrally-timetabled examination (On-campus) Exam	70%	51 hours	No

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- Answers provided on Question Paper.
 - Students may use a calculator
 - Graph paper

Reassessment component is the same

Feedback on assessment

Marker's comments on typical errors are posted to my.wbs.

[Past exam papers for IB122](#)

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB149-15 Introduction to Statistics](#)
 - [IB150-15 Foundations of Data Analysis for Management](#)

Post-requisite modules

If you pass this module, you can take:

- EC354-15 Topics in Development Economics 1 for Finalists
- EC205-15 Topics in Development Economics 1

- EC226-30 Econometrics 1
- IB2B2-15 Financial Econometrics
- EC204-30 Economics 2
- EC238-15 Economics 2: Microeconomics
- EC239-15 Economics 2: Macroeconomics

There is currently no information about the courses for which this module is core or optional.