

Module Details	
Module Title	Applied Business Analytics and Simulation
Module Code	OIM6014-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	24
Laboratories	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
<p>This module aims at equipping students with various uses of Business Analytics methods in different business contexts and introduces prescriptive analytics approaches. The module will also focus on simulation prescriptive analytics as a complementary approach to other descriptive and predictive approaches studied. Students will learn how to conduct simulation and bi-variate and multi-variate statistical analyses during lab sessions.</p>

Outline Syllabus
<ul style="list-style-type: none"> Conceptual model building Dynamic/ Discrete Event Simulation Data analytics (bi-/ multi-variate statistical analyses) Creation of informative data visualisations Statistical models to identify key factors affecting performance of organisations

Learning Outcomes	
Outcome Number	Description
01	Understand the various application areas of Business Analytics.
02	Gain basic understanding of Business simulation and its connection to the rest of the organisation.
03	Develop skills in data analytics and employ them to gain impactful insights for business improvements.
04	Gain competence in technology and report writing.

Learning, Teaching and Assessment Strategy
<p>Learning will be directed, supported and reinforced through a combination of lectures, computer labs and directed and self-directed study.</p> <p>Formative assessment will be provided throughout the course. An individual coursework on data analytics relating to a specific business context and a MCQ exam at the end of the course will be used to assess against the learning outcomes as described in the assessment section below. Appropriate feedback will be given for the assessments in accordance to the faculty required standards.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Report (2000 words)	50%
Summative	Examination - MCQ	MCQ Exam 60 Minutes	50%
Formative	Not assessed	Formative feedback will be provided on the drafts and will be discussed throughout.	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.