1. **Title of the module**

BUSN3850 (CB385) Business Analysis in Practice

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

CB367 Introduction to Data Analysis and Statistics for Business

1. **The programmes of study to which the module contributes**

BA (Hons) Business & Management and associated programmes

BSc (Hons) Finance & Investment and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Identify and apply a range of quantitative tools, including data collection and analysis, interpretation and extrapolation.

8.2. Select appropriate quantitative methods to assist in the solving of business problems.

8.3. Construct and apply quantitative models to describe and predict business scenarios using Excel spreadsheets.

8.4. Demonstrate the application of Information and Communication Technology (ICT) appropriately and effectively in typical business applications.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Retrieve information from a variety of sources.

9.2 Undertake independent and self-managed learning.

9.3 Apply numerical skills and techniques in practical scenarios.

9.4 Communicate accurately and reliably in a variety of forms the results of business analysis.

1. **A synopsis of the curriculum**

This module will develop core understanding and skills of using Microsoft Excel, a market leading analytical tool and software package. It covers the way in which enterprises such as businesses, not-for-profit organisations and governments utilise quantitative data to obtain insights for decision-making. Techniques will be taught and delivered with case studies and simulated datasets.

Topics to be covered include:

* Microsoft Excel functions and formulae: Nested functions, filters, lookup functions, and logical functions
* Data visualisation: Graphic operations
* Data analysis and statistical analysis: conditional formatting, Solver, Add-ins and Trend analysis
* Excel Macros: defining, recording, assigning, running and storing, etc.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

# Essential Reading

# Etheridge, D. (2010) *Excel Data Analysis: Your Visual Blueprint for Analyzing Data, Charts, and Pivot Tables* (3rd Ed.), Chichester: John Wiley & Sons.

# Background Reading

Davis, G. and Pecar, B. (2013) *Business Statistics Using Excel, Second edition,* Oxford: OUP.

Swift, L. and Piff, S. (2014) *Quantitative Methods for Business, Management and Finance,* Basingstoke, Palgrave Macmillan.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. **Main assessment methods**

Individual Excel Project (60%)

Individual Report (40%)

13.2 **Reassessment methods**

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** |  |  | **X** | **X** |
| Workshops (IT Lab sessions) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Individual Excel project | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Datasets analysed throughout the module will relate to businesses in a global context. The statistical techniques learnt in the module have global relevance.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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