1. **KentVision Code and title of the module**

BUSN3640 Business Analysis Tools

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**

N/A

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

BSc Business and Management and associated programmes

BSc International Business

BSc Business and Marketing

BSc Business Analytics and Management

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

8.1 Understand essential data analysis, modelling, and decision making in a business environment.

8.2 Apply technical skills to structure, analyse, and solve practical decision problems using Excel spreadsheets.

8.3 Analyse quantitative/qualitative data and present findings both in tabular and graphical form.

8.4 Design, implement, and use simple databases.

8.5 Use “what-if” analysis tools to analyse different business scenarios and make informed decisions.

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

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**

Excel is the industry standard software for data processing and modelling. This module will develop students’ understanding and skills of using Microsoft Excel. It covers the essential ways in which all types of organizations today utilize quantitative data to obtain insights for decision-making. Students will gain hands-on experience on the techniques of Excel and spreadsheet modelling - through a handful of comprehensive examples and realistic problems. The module will explore Excel functions and formulae, data visualisation, data analysis and statistical analysis, and Excel Macros.

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

KBS is committed to ensuring that core reading materials are in accessible electronic formats in line with the Kent Inclusive Practices and that these materials reflect the diversity of the staff and students that are a part of the KBS community.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

1. **Learning and teaching methods**

Total contact hours: 22

Private study hours: 128

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* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** | **X** |
| Workshops (IT Lab sessions) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Individual Excel project | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual report | **X** | **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**

Canterbury

1. **Internationalisation**

Datasets analysed and examples used 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.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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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