MODULE SPECIFICATION

1. **Title of the module**
   Analytics and Data – PRSN5100

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - option module
   - BA (Hons) Business Management with Finance - option module
   - BA (Hons) Business Management with Global Industries - option module
   - BA (Hons) Business Management with Law - option module
   - BA (Hons) Business Management with Marketing - option module

8. **The intended subject specific learning outcomes.**

   On successfully completing the module students will be able to:

   8.1 Demonstrate a critical understanding of the well-established concepts of knowledge and evidence and some of the relevant underlying theoretical concepts.
   8.2 Discuss and critically apply reading and writing activities to solve problems.
   8.3 Demonstrate a clear understanding of the particular risks associated with the use and misuse of evidence and knowledge in the digital age and some possible strategies for managing these risks.
   8.4 Analyse information sources, evidence and arguments relating to a specific topic and look to draw appropriate conclusions.
   8.5 Discuss and apply web-based tools used in business to manage and analyse information and data.

9. **The intended generic learning outcomes.**

   On successfully completing the module students will be able to:
9.1 Use a range of established techniques to critically analyse information, and propose solutions to problems.
9.2 Exercise personal responsibility and decision making.

10. **A synopsis of the curriculum**

    **Module Aims**
    
    We live in a world full of information and data. We also live in a world where the value of knowledge and evidence are increasingly recognised. This module aims to develop student’s abilities to work with data, information, knowledge and evidence in both business and academic contexts. By developing their own skills and understanding of what data, knowledge, information and evidence are, they can improve their own intellectual capital and that of their organisations.

    The module aims to use lectures and seminars to help students come to term with key theories, models and processes associated with knowledge management, critical reading and writing, and the use of evidence. They will develop a good understanding of key knowledge management topics such as Intellectual Capital, the Learning Organisation, the opportunities and challenges of Big Data, and Knowledge Management Tools and Technologies. Additionally, it aims for students to learn how to consider the validity and reliability of evidence, deal with the data deluge, and search, retrieve and catalogue their own information and knowledge.

    **Overview of syllabus**

    The syllabus will cover a range of approaches, an indicative sample of which are listed below:

    - Knowledge management theories, tools and technologies
    - Intellectual Capital
    - Social Science Methods of assessing the quality of evidence
    - Big Data
    - The Data Deluge
    - Critical Reading and Writing
    - The Learning Organisation
    - Search and Retrieval

11. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**
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*This book will be used as a text with some useful information about the digital age, but also as a book to be critical of, later in the module.

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification.

Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week. A particular feature of this module will be the extensive use of guest lecturer input giving students an introduction to some of the key paradigms to be studied and an insight to relevant case studies drawn from a real world context.

Scheduled Hours: 25
Placement Hours: 00
Independent Study Hours: 125
Total Study Hours: 150

13. Assessment methods.
This module will be assessed as follows:

- Written coursework of a maximum of 2,500 words (75% of overall grade);
- 1 hour in-class coursework exercise using web-based tools (25% of overall grade).

A pass must be achieved in all elements of assessment in order to pass the module.

### 14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

<table>
<thead>
<tr>
<th>Module learning outcome</th>
<th>8.1</th>
<th>8.2</th>
<th>8.3</th>
<th>8.4</th>
<th>8.5</th>
<th>9.1</th>
<th>9.2</th>
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<tbody>
<tr>
<td>Learning/ teaching method</td>
<td>Hours allocated</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Private Study</td>
<td>125</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Lectures</td>
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<tr>
<td>Seminars</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<td>X</td>
</tr>
<tr>
<td>Assessment method</td>
<td>Coursework (1,800 words)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>In-class exercise</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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### 15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

### 16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London
If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. **Partner College/Validated Institution:**
   Pearson College London

18. **University School responsible for the programme:**
   Kent Business School
MODULE SPECIFICATION

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.

<table>
<thead>
<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
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