



Module Specification

Business Decision Making for Marketing and Events

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Part 1: Information

Module title: Business Decision Making for Marketing and Events

Module code: UMCDN4-15-1

Level: Level 4

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus, Phenikaa University Vietnam, Taylors University, Villa College

Field: Business and Management Cross-Disciplinary

Module type: Standard

Pre-requisites: None

Excluded combinations: Business Decision Making for Management 2022-23

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will build upon the first semester module Marketing/Events in Society, and consider further the information required to understand, interrogate and act upon key data available to marketers and event organisers. Such data is invaluable in understanding diverse consumer groups, consumer trends, developing and testing new events, products and services, and their marketing, and evaluating

the impact of your activities, considering alternatives, and justifying the budgets to implement your marketing, event or broader business strategy.

Features: Not applicable

Educational aims: This module will introduce you to evidence-based decision-making in business, marketing and events, using numerical data to analyse business scenarios, and justify strategic approaches. The module will support you in developing numeracy skills for business, and developing skills that you will require when collecting your own primary data in your level 2 research project. You will also learn how to develop your findings into a business report format, developing skills in professional presentation and report writing.

Outline syllabus: You will cover:

Exploratory data analysis, summarising and illustrating data visually including changes over time

Correlation and causation.

Estimation and confidence intervals.

Hypothesis testing using a variety of parametric and nonparametric tests.

Use of the above tools in creating a business report, and formatting and presenting this in a professional fashion

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning

The module will comprise lectures, classroom tutorials and computer practicals and will make use of appropriate software to aid problem solving. Emphasis will be on the choice of analysis and on the interpretation and communication of results. Students will be encouraged to develop critical awareness, intuition and interpretive skills in

the application of quantitative decision making procedures.

Independent learning

Includes hours engaged in prescribed reading, problem solving and in assignment preparation and completion. To prepare for assessment, students are expected to undertake self-directed learning in addition to the directed learning which supports taught classes.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Show a detailed knowledge and understanding of the basic concepts of quantitative decision making

MO2 Identify, perform, and draw conclusions from appropriate quantitative techniques to analyse data

MO3 Apply appropriate software to aid problem solving

MO4 Apply these tools to a business issue pertinent to the student's chosen degree programme

MO5 Demonstrate an ability to use evidence based decision-making in addressing real world, practice-relevant issues in the field of marketing and events management

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umcdn4-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umcdn4-15-1.html>

Part 4: Assessment

Assessment strategy: Component A consists of 2 x 20 minute in-class e-assessments that assess competency with the methods taught in the course and will require the student to analyse bespoke data sets using SPSS. The mark will be calculated as an average of the 2 submissions. Formative feedback from these tests will allow students to develop their own analysis for Component B. This will attract 50% of the mark for the module.

Component B has two elements:

Component B1- students will be required to undertake a test during which they will be asked to complete tasks using Excel in order to answer multiple choice questions and produce graphs.

This part of the assessment will focus on the necessary skills required to complete the second part of the assessment satisfactorily. This will attract 10% of the mark for the module.

Component B2- an individual report summarising the data used, methods of analysis, key conclusions and subsequent recommendations as a result of analysis of a supplied dataset in response to a business question relevant to marketing and events management. This will attract 40% of the mark for the module.

Assessment components:

In-class test - Component A (First Sit)

Description: In-class tests (mean of two test results, Module Leader and FET organise test results to be uploaded to ISIS via FBL SAT(using DEWIS system))

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Report - Component B (First Sit)

Description: 1200 word report

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Set Exercise - Component B (First Sit)

Description: Students will be asked to complete tasks using Excel in order to answer multiple choice questions and produce graphs.

This part of the assessment will focus on the necessary skills required to complete the second part of the assessment satisfactorily. This will attract 10% of the mark for the module.

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3

Online Assignment - Component A (Resit)

Description: Online tests via Blackboard (mean of two test results, Module Leader and FET organise test results to be uploaded to ISIS via FBL SAT(using DEWIS system))

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Report - Component B (Resit)

Description: 1500 word report

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business Management and Marketing [Phenikaa] BA (Hons) 2022-23

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22