University of the West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Business Decision Making for Marketing and Events		
Module Code	UMCDN4-15-1	Level	1
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Business and Events Management, BA(Hons) Business Management with Marketing, BA(Hons) Marketing		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	UMCDN3-15-1		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description

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.

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.

You will cover:

- Exploratory data analysis, summarising and illustrating data
- Estimation and confidence intervals.
- Hypothesis testing using a variety of parametric and nonparametric tests.
- Introduction to correlation and regression.
- Using decision making techniques; decision trees, linear programming.
- Applying forecasting methods including time series.
- Management planning tools; critical path analysis, Gantt charts.

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

Part 3: Assessment

Component A consists of a suite of 3 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 and Excel. The mark will be calculated as an average of the best 2 submissions. Formative feedback from these tests will allow students to develop their own analysis for Component B.

Component B is 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.

Identify final timetabled piece of assessment (component and element)	Component A

% weighting between components A and B (Standard modules only)	**A:** **50%**	**B**: **50%**

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. In-class tests (best two of three)	100%
Component B Description of each element	**Element weighting (as % of component)**
1. 1200 word report	100%

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Controlled conditions online test	100%
Component B Description of each element	**Element weighting (as % of component)**
1. 1500 word report	100%

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to: • Show a detailed knowledge and understanding of the basic concepts of quantitative decision making (component A and B) • Identify, perform, and draw conclusions from appropriate quantitative techniques to analyse data (component A and B) • Apply statistical packages and spreadsheets to aid problem solving (assessed in component A). • Apply these tools to a business issue pertinent to the student's chosen degree programme (component B) • Demonstrate an ability to use evidence based decision-making in addressing real world, practice-relevant issues in the field of marketing and events management

Scheduled learning
The module will comprise lectures, classroom tutorials and computer practicals and will make use of statistical computer package SPSS and spreadsheet Excel. 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.

Key Information Sets Information (KIS)

Contact Hours

Key Information Set - Module data

Number of credits for this module				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150

Total Assessment

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	50%
Practical exam assessment percentage	50%
	100%

Reading List

Essential reading resources are the detailed module notes provided in the form of lecture notes and/or handouts, available either as hard copy or online via Blackboard. This material is sufficient in its own right to enable students to complete the module successfully.

Students will be encouraged to complement the essential reading material by reading prescribed sections from a specified textbook provided before the appropriate lecture as indicated in the handbook and online resources which develop the material of the module.

The module handbook contains an up to date indicative reading list of appropriate texts that provide a broad outline of the course topics covered.

	Textbooks which are likely to feature in the list of complementary reading include the following titles: Pallant, J. (2016) *SPSS Survival Manual.* 6th Edition. Open University Press. Davis, G. & Pecar, B. (2012) *Quantitative Methods for Decision Making using Excel*. Oxford United Press. Morris, C. (2012) *Quantitative Approaches in Business Studies*. 8th Edition. Prentice Hall. Oakshott, L. (2016) *Essential Quantitative Methods for Business, Management and Finance*. 6th Edition. Palgrave Macmillan. Waters, D. (2011) *Quantitative Methods for Business*. 5th Edition. Prentice Hall The online reading list is available at: https://uwe.rl.talis.com/lists/4201C92D-7547-B47C-E9CD-24C787D8AEA7.html

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First CAP Approval Date	15th December 2016 Version 1 link to the RIA			
Revision CAP Approval Date *Update this row each time a change goes to CAP*		Version	*2*	*Link to RIA*