

**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 2019		
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
<p>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.</p> <p>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.</p> <p>You will cover:</p> <ul style="list-style-type: none"> • 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. • 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:	B:
	50%	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	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • 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 <p>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</p>
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	<p>will be encouraged to develop critical awareness, intuition and interpretive skills in the application of quantitative decision making procedures.</p> <p>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.</p>																									
Key Information Sets Information (KIS)																										
Contact Hours	<table><tr><th colspan="5">Key Information Set - Module data</th><th></th></tr><tr><td colspan="5">Number of credits for this module</td><td>15</td></tr><tr><th>Hours to be allocated</th><th>Scheduled learning and teaching study hours</th><th>Independent study hours</th><th>Placement study hours</th><th>Allocated Hours</th><th></th></tr><tr><td>150</td><td>36</td><td>114</td><td>0</td><td>150</td><td></td></tr></table>	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		
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table><tr><td colspan="4">Total assessment of the module:</td><td></td></tr><tr><td colspan="4">Written exam assessment percentage</td><td>0%</td></tr><tr><td colspan="4">Coursework assessment percentage</td><td>50%</td></tr><tr><td colspan="4">Practical exam assessment percentage</td><td>50%</td></tr><tr><td colspan="4"></td><td>100%</td></tr></table>	Total assessment of the module:					Written exam assessment percentage				0%	Coursework assessment percentage				50%	Practical exam assessment percentage				50%					100%
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Reading List	<p>The online reading list is available at: https://uwe.rl.talis.com/lists/4201C92D-7547-B47C-E9CD-24C787D8AEA7.html</p>																									

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First CAP Approval Date	15 th December 2016 Version 1 link to the RIA			
Revision ASQC Approval Date	23/07/2019	Version	2	Link to RIA