Module Specification

Business Analysis

Version: 2023-24, v2.0, 16 Mar 2023

Contents

Part 1: Information

Module title: Business Analysis

Module code: UFCF8N-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: University Centre Weston

Delivery locations: Not in use for Modules

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: A business analyst is responsible for assessing the business impact of change, capturing, analysing and documenting requirements and supporting the communication and delivery of requirements with relevant

stakeholders. They create detailed analysis of systems and make recommendations for improvement. They produce specifications of user requirements that enable software engineers to develop the right software solutions. They require a broad foundation of skills and knowledge to be able to be effective as their work incorporates all aspects of digital technology systems.

Outline syllabus: The role of quantitative analysis in the economic business context.

Methods of gathering data.

Sources of secondary data available to businesses.

Summarising data using tables.

Interpreting the main findings revealed from quantitative analysis.

Measures of central tendency and dispersion.

Presenting data in a variety of charts and graphs to meet the needs of a variety of stakeholders.

Time-series analysis to identify trends in data.

Regression and correlation to measure the relationship and strength of relationship between two sets of data.

Index numbers.

The use of normal distribution to estimate probability of outcomes.

The use of probability models to solve business problems.

Part 3: Teaching and learning methods

Teaching and learning methods: Introductory lectures are supported by seminars, case studies, visits and practical workshops. In addition this module will be supported by interactive forums and learning tools.

150 hours study time of which 36 hours will represent scheduled learning. Scheduled learning includes lectures, seminars, tutorials, demonstration, practical classes and workshops; external visits; supervised time in studio/workshops.

Independent learning includes hours engaged with essential reading, case study

preparation, assignment preparation and completion. Apprentice study time will be organised each week with a series of both essential and further readings and preparation for practical workshops. It is suggested that preparation for lectures, practical workshops, session delivery and seminars will take 7 hours per week.

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

MO1 Understand the value of quantitative analysis to support the economic decision-making process in business situations.

MO2 Apply collection techniques to gather meaningful data to support business case analysis.

MO3 Apply statistical models to analyse demographics trends, forecast analysis using linear regression techniques.

MO4 Apply statistical techniques to support the probability of outcomes.

MO5 Use statistical techniques to identify the nature and strength of relationships between two sets of data.

MO6 Communicate information, ideas and concepts clearly and effectively to a variety of business stakeholders.

MO7 Undertake independent, self-directed study/learning including time management.

MO8 Demonstrate an ability to transfer theoretical and conceptual issues to business scenarios to assist the decision-making process.

MO9 Develop problem solving skills.

MO10 Carrying out accurate numerical computations.

MO11 Show an awareness of the need to confirm sources of data and to observe confidentiality.

MO12 Use information technology to assist with collection, summarising and presentation of data.

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 via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: This module is assessed by a combination of techniques: an examination (3 hours) and a series of short answer questions and an individual report (1,500 words).

An end of year examination to enable apprentices to explain and apply their knowledge by solving statistical problems and providing analysis of findings. Questions will be based on business-type scenarios.

A short-answer question paper including a mix of data response and problem-solving practical questions and a report.

Opportunities for formative assessment exist for the assessment strategy used. Verbal feedback is given and all apprentices will engage with personalised tutorials setting SMART targets as part of the programme design.

Assessment components:

Examination (First Sit)
Description: Examination (3 hours)
Weighting: 50 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO10, MO3, MO4, MO5, MO9

Report (First Sit)

Description: Short answer questions and individual report   (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO12, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Examination (Resit)

Description: Examination (3 hours)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Report (Resit)

Description: Short answer questions and individual report   (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital and Technology Solutions (Business Analyst) {Apprenticeship-UCW} [UCW] BSc (Hons) 2022-23