



Module Specification

Analytical Decision Making

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Part 1: Information

Module title: Analytical Decision Making

Module code: UMSDUD-24-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 24

ECTS credit rating: 12

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: Deltar Telfort International Business Institute

Delivery locations: Not in use for Modules

Field: Strategy and International Business

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: See Learning Outcomes

Outline syllabus: TOPIC ONE Role of Analytics in Business Decision-Making

When you complete this topic, you should be able to

- demonstrate your knowledge and understanding of the concepts of business decision-making and the role of analytics to support effective decision-making in a variety of organisational contexts ;
- evaluate the nature, scope and impact of routine, operational and strategic decision-making in response to identified issues and problems ;
- initiate decision-making with consideration for contemporary and emerging themes in a dynamic business environment

Lesson Content and Outcomes

1.Lesson 1 Decision-making Concepts

Demonstrate knowledge and understanding of the concepts of appropriate decision-making

2.Lesson 2 Nature, Scope and Impact of Decision-making

Evaluate the nature, scope and impact of routine/non-routine, operational and strategic decision-making in response to identified issues and problems

3.Lesson 3 The Role of Business Analytics

Discuss the nature of analytics to support business decision-making

4.Lesson 4 The Role of Business Analytics

Assess analytical decision-making considering contemporary and emerging themes in a dynamic business environment

TOPIC TWO Business Information Systems

When you complete this topic, you should be able to

- understand and manage research methodology and systems for periodic and continuous data retrieval for routine and non-routine purposes to meet client and organisational requirements, meeting ethical and legal standards ;
- identify, source, and access information using technologies and a multiplicity of data sets in complex context

Lesson Content and Outcomes

1.Lesson 1 Methodologies and Information Management Systems

Evaluate data retrieval, analytics and information management systems and methodologies

2.Lesson 2 Data Sources and Technology

Assess how data sources and use of technology can benefit analytical decision-

making in varied contexts

3.Lesson 3 MIS in Business Functions

Examine a range of varied data sources and sets for a specific purpose in a range of organisational, functional and complex contexts

4.Lesson 4 Data Sources in Contemporary Contexts

Evaluate the validity of data sources in contemporary contexts

TOPIC THREE Analytics in Practice

When you complete this topic, you should be able to

- analyse, interpret, and evaluate complex data sets from a range of internal, competitive and external sources ;

- use a variety of techniques and models to evaluate data including qualitative/quantitative data, comparative studies, and trend and forecast extrapolation in a variety of contexts

- reflect on risk factors including access to reliable data, which can lead to anomalies and misinterpretation allowing for realistic margin of error

Lesson Content and Outcomes

1.Lesson 1 Plan the Collection of Information

Plan the collection and analysis of information required for a business decision-making project

2.Lesson 2 Design, Collect and Collate Appropriate Data

Design, collect and collate appropriate data to meet requirements of business decision-making brief

3.Lesson 3 Analysis of Complex Data Sets

Analyse complex data sets using a range of techniques from a range of sources to support project brief

4.Lesson 4 Interpreting Complex Data Sets

Interpret complex data from varied sources to enable coherent reporting in response to a specific brief

5.Lesson 5 Reporting Risk Factors

Assess and reflect on risk factors when reporting against the project brief

TOPIC FOUR Option Development

When you complete this topic, you should be able to

- evaluate options for decision-making through modelling techniques and scenario development with consideration for organizational culture and contexts ;
- map and test the likelihood of success considering risk and other factors ;
- report and provide justifiable recommendations to enable decision-making

Lesson Content and Outcome

1.Lesson 1 Developing Appropriate Options

Apply analytic techniques to develop appropriate options in context

2.Lesson 2 Scenario Planning and Decision-making

Apply scenario planning techniques to support decision-making

3.Lesson 3 Application of Scenario Planning

Apply mapping and testing techniques to justify recommendations

4.Lesson 4 Application of Mapping and Testing Techniques

Report coherent findings and credible recommendations to facilitate management decision-making

TOPIC ONE Role of Analytics in Business Decision-Making

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Part 3: Teaching and learning methods

Teaching and learning methods: The module will use a blend of learning and teaching methods such as lectures, tutoring, mentoring and self-study. There is a focus on flipped delivery supported by technology, where the delivery of core theoretical concepts moves from the classroom into the online space and face to face sessions and focus on collaborative learning, sense making and sharing of experiences.

Post session (face to face) online activities help the student to apply their learning to the context of their organisation and personal and professional development.

Module Completion Requirements

Attend a minimum of 6 online lectures

LMS interaction of a minimum of 10 hours

Complete all written assignments, sit the final exam and obtain an average passing grade for the course based on assessed elements.

Students who fail to meet these basic requirements will not be eligible to sit the final exam

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

MO1 Conceptually grasp concepts of business decision-making and the role of analytics to support effective decision-making in a variety of organisational contexts

MO2 Evaluate the nature, scope and impact of routine, operational and strategic decision-making in response to identified issues and problems

MO3 Initiate decision-making with consideration for contemporary and emerging themes in a dynamic business environment

MO4 Understand and manage research methodology and systems for periodic and continuous data retrieval for routine and non-routine purposes to meet client and organisational requirements, meeting ethical and legal standards

MO5 Identify, source, and access information using technologies and a multiplicity of data sets in complex context

MO6 Analyse interpret, and evaluate complex data sets from a range of internal, competitive and external sources and reflect on risk factors and their mitigation

MO7 Use a variety of techniques and models to evaluate data including qualitative/quantitative data, comparative studies, and trend and forecast extrapolation in a variety of contexts

MO8 Evaluate options for decision-making through modelling techniques and scenario development with consideration for organisational culture and contexts

MO9 Map and test the likelihood of success considering risk and other factors

MO10 Report and provide justifiable recommendations to enable decision-making

Hours to be allocated: 240

Contact hours:

Independent study/self-guided study = 182 hours

Face-to-face learning = 58 hours

Total = 240

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/4B306BD8-FE79-220A-172C-3E652B6E94F2.html) via the following link <https://rl.talis.com/3/uwe/lists/4B306BD8-FE79-220A-172C-3E652B6E94F2.html>

Part 4: Assessment

Assessment strategy: WeekLecture and Self-Study FocusAssessment

OneLecture: Introduction; Topic 1-Lesson 1

TwoLecture: Topic 1-Lesson 2; Assignment PreparationAssignment 1 Draft Due

ThreeLecture: Topic 2-Lesson 1 and 2Assignment 1 Final Due

FourLecture: Topic 2-Lesson 2 and 3Assignment 2 Draft Due

FiveLecture: Topic 3-Lesson 1 and 2Assignment 2 Final Due

SixLecture: Topic 3-Lesson 2 and 3Assignment 3 Draft Due

SevenLecture: Topic 5-Lesson 1 and 2Assignment 3 Final Due

EightLecture: Topic 5- Lesson 3 and 4 Assignment 4 Draft Due

NineReview/Exam Preparation and Assessment Requirements CompletedExam

All Final Assignments Due

Assessment components:

Written Assignment (First Sit)

Description: 3000 words course work

Weighting: 40 %

Final assessment: No

Group work: No

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

Examination (First Sit)

Description: Two-hour exam

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 3000 words course work

Weighting: 40 %

Final assessment: No

Group work: No

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

Examination (Resit)

Description: Two-hour exam

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management [DeITel] DipHE 2022-23