

Course Title: **Data Literacy and Decision Making**

Course Code: **BSYS844**

Descriptor Start Date: **01/01/2025**

POINTS: **10.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **BSYS840**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 100

PRESCRIPTOR

An examination of how organisations collect and use different types of data and information to understand and improve business performance. Explores the potential impacts of large, complex data on decision-making to improve organisational performance. Provides an overview of modern data analytics and visualization techniques.

LEARNING OUTCOMES

1. Analyse business problems using different types of data and levels of data analytics techniques..
2. Compare and contrast traditional predictive methods and machine learning methods.
3. Critically evaluate and assess the significance of various data visualisation techniques and text analysis.
4. Illustrate and evaluate the importance of data culture and quality.
5. Critically examine the impact of data governance, ethics, and regulations on business performance.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Significance of data literacy and the difference between data science, data analysis, and data engineering
- Data type, sources, and repositories
- Descriptive, diagnostic, predictive and prescriptive analytics
- Traditional predictive methods, machine learning and deep learning methods
- Text analysis
- Data visualisation techniques
- Data culture and quality
- Data governance, ethics, and regulations

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Case Study Analysis Report-Individual (Machine learning)	50.00	1,2,4
Case Study Analysis Report- Individual (Text analysis)	50.00	1,3,4,5

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK3717, Master of Business Administration

Related Programme/s: AK1019 PgDipBA, AK1020 PgCertBA

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