

Module Layout MBA612/ Business and Data Analytics

Faculty	FEM	Faculty of Economics and Management	
Programme of Study	MBA	The Open MBA - Master of Business Administration (MBA)	
Module	MBA612	Business and Data Analytics	
Level of Study	Undergraduate		Graduate
		Master	Doctoral
		✓	
Language of Instruction	English		
Mode of Delivery	Distance Learning		
Module Type	Required		Electives
			✓
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	0	5
Number of Assignments	2		
Final Exam Calculation	Assignments	Interactive activities	Final exam
	40%	10%	50%
Number of European Credit Transfer System (ECTS)	10		

Module Description

The purpose of this course is to introduce students to the following areas:

- Data and Information Management, where the course provides the knowledge and appropriate tools to teach students to think as data scientists and analytics professionals and in particular it provides them the necessary knowledge to critically assess the current landscape of big data and analytics technologies.
- Decision Theory and Analytical Reasoning, where the course introduces the basic concepts on the theory and practice of evidence-based decision making using motivating examples of real-world case studies and the application of analytics techniques for improving organisational performance in vertical (marketing, finance, operations management) and horizontal (across the organisation) settings.

Organisational decision making and change management, where the module's objective is to provide students with the knowledge and ability to drive change and effectiveness in their organisation by utilizing the productivity gains by the incorporation of advances in business and data analytics.

Pre-requisite Modules

None

Co-requisite Modules

None

Grading Scheme

Assessment Method	Percentage on final grade	Workload	
		Hours	ECTS
Weekly study- Assignments -Group Meetings	0 %	125-150	5
Assignment 1	20 %	50-60	2
Assignment 2	20 %	50-60	2
Interactive activities	10 %	25-30	1
Final exam/Resit exam	50 %	3-6	-
Total	100%	250-300	10

Grading Rules and Assessment methods

- Interactive activities, which comprise 10% of the final grade and are assessed with a Pass or Fail. Each contribution that is evaluated with a Pass proportionally increases the module's final grade.
- Students are evaluated with 9, if they collect 90% of the possible grade, meaning, $90\% \times 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments and interactive activities: Students are allowed to participate in the final exam of a Module, if they have overall collected the minimum grade ($\geq 50\%$) in their assignments and interactive activities.
 - 50% of the Final exam
- If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.