

## MODULE DESCRIPTOR

MODULE TITLE	Data Communication		
MODULE CODE	BU1106 (L4)	CREDIT VALUE	30 credits/ 15 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

This module is designed to enable students to develop an understanding of how to effectively describe and communicate data in the context of organisations. This module includes aspects involving the presentation and visualisation of data, data security and protection considerations as well as developing an appreciation of the implications for businesses and the use of data in business decision-making. The module also aims to enhance students' awareness of professional development planning and preparing for year 2.

### MODULE CONTENT

The indicative content of this module includes four key themes:

Theme One – Introduction to the concept of data, including the complexities, magnitude and impact of data given the digitalisation and globalisation of the business environment

Theme Two – Presentation, communication, visualisation and rudimentary analysis and interpretation of data. This includes an introduction to relevant software and technologies used to help communicate data effectively.

Theme Three - The implications for businesses, such as data protection regulation, security and ownership of data. This also includes the use of data for business decision-making.

Theme Four – To develop personal and professional practice to help students to become more effective and confident in communicating and contextualising their learning for future development.

### INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Explain the complexity of data at the conceptual level.
2. Present and communicate business data appropriately.
3. Explain the data implications to organisations and how data is used in business decision-making.
4. Explain, contextualise and reflect on the learning and skill development which has occurred on the module and relate to ongoing professional development.

### TEACHING METHODS

The module seeks to develop students' appreciation of data within the current business context of globalisation and digitalisation; data as a concept, basic data analysis and description, presentation and visualisation of data as well as implications and uses for business.

The module comprises four main themes and student learning will follow this structure addressing one theme at a time. The module starts with theme one, which provides students with an introduction to the concept of data and current issues business face and their impact,

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such as Big Data. The second theme involves handling data, describing and basis analysis of the data before then considering effective communication of the data via presentation and visualisation (which will also include relevant software and/or technologies). The third theme includes elements surrounding the implications for business in terms of data protection, regulation and security, as well as business uses of data, such as for business decision-making. The fourth and final theme, considers students' ongoing professional development and articulating this effectively through contextualisation and reflection of their learning and skill development.

The module is delivered via workshop and computer room sessions. Workshop delivery enables the flexibility for students to experience more practical elements, such as working in groups on tasks and engaging in discussions and debate, as well as including lecture style methods, where new concepts, ideas and frameworks can be communicated by the tutor.

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Within these workshop sessions, time is also built in for academic skill support in terms of developing students' group-based working, communication and academic writing skills. In addition to workshop delivery, each week students will have a computer room session where students will apply their learning from the workshops and independent study. Time is also built into these computer room sessions to improve students' digital literacy and general IT competence as well as providing students with the opportunity to seek practical help on researching for their group-report and accessing appropriate and academic materials. During these weekly computing sessions, students will also be shown how to develop effective CVs, showcasing the learning taking place on this module, as well as their course.

The assessment on the module involves two summative pieces; an individual business report and an individual reflection. Support is provided on the module to enable students to maximise both their employability skill development (e.g. team-working, digital literacy, communication, research and problem-solving skills) and their academic writing skills (such as referencing, using academic sources, structuring business reports and writing reflectively).

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## ASSESSMENT METHODS

This module is assessed through a Portfolio (75%) and an Individual Reflection (25%).