

MODULE DESCRIPTOR

MODULE TITLE	Business Analysis		
MODULE CODE	MG2107 (L5)	CREDIT VALUE	20 CREDITS/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The module aims to develop the quantitative modelling/IT skill set of students.

Models from various functional areas of business are introduced and developed within a quantitative modelling framework.

Such models are developed using appropriate software – eg Excel/Word.

Students will analyse relevant business problems, all with a significant numeracy content, using appropriate software.

MODULE CONTENT

Various quantitative models from different business functional areas will be developed. For example:

- 1) revenue/cost/profit modelling
- 2) product mix modelling
- 3) asset valuation models
- 4) sales forecasting
- 5) ratio analysis of company well-being
- 6) data analysis – e.g. Measured Versus Attribute (2 or more level), for comparing the performance of 2, or more, different groups

The relevance of such models will be discussed the conceptual level. Then they will be given practical relevance through the use of appropriate software – e.g. Excel

INTENDED LEARNING OUTCOMES

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

1. Construct and interpret relevant quantitative models of aspects of business behaviour.
2. Contribute effectively to problem solving both as an individual and as a team member.

TEACHING METHODS

The lecture programme will present the key conceptual ideas and business models. Understanding of such issues and subsequent competence in quantitative modelling will be developed continually at the individual level through seminar exercises. Students will develop as individuals through individual study and the desire to enter open discussion within seminars. By further reflecting on the suggested answers as developed in the seminars students will be able to develop an appropriate knowledge/skill set. This knowledge jigsaw will be pieced together bit by bit with the student receiving measurable feedback through assessed work. This assessed work will introduce the student to more complex problems which have multiple parts. Students will have to work as a team to solve a basic problem, but will then have to work as individuals to further solve particular aspects of the same problem. They will then have to bring all of their results together as a coherent whole. Therefore the students will have to work effectively as both group members and individuals. At all times the practical problem solving will involve the use of appropriate IT.

ASSESSMENT METHODS

This module is assessed through an Individual Coursework (50%) and an examination (50%).