



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Data Handling & Business Intelligence
LCBB5000

MODULE CODE: LCBB5000
TITLE: Data Handling & Business Intelligence
DATED: 13/06/2018
LEVEL: 5
CREDITS: 20
JACS CODE: N200

AIM(S)

- To provide the student with a comprehensive understanding of how data systems work, how their benefits can be optimised.
- To analyse and evaluate the information in the systems in order to obtain maximum benefit.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- identify and critically evaluate the current trends in data warehousing, business intelligence, and data mining;
- demonstrate a comprehensive knowledge and systematic understanding of essential concepts and principles, by using predictive analytic software.

INDICATIVE CONTENT

- Knowledge management fundamentals.
- Database systems and management.
- Data governance, architecture and analysis.
- Data security and quality management.
- Data warehousing and business intelligence.
- Practical issues in data management.
- Online Analytic Processing (OLAP).
- The Data Mining Cycle.
- Reporting.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Written Report	1250 words	25%

Assessment Component 2 - Coursework

Mode of assessment	Volume	Weighting
Essay	3000	75%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

READING LIST

Module Code	LCBB5000	
Module Title	Data Handling & Business Intelligence	
Classification	Reading List entry	Electronic*
Essential	Sharda, R., Dursun, D., Turban, E., (2014) Business Intelligence and Analytics, Systems for Decision Support, 3rd Edition, Pearson, Boston, MA.	☐
Essential	Whitten, I., Frank, E., Hall, M., Pal, C., (2017) Data Mining: Practical Machine Learning Tools and Techniques, 4 th Edition, Morgan Kaufman.	☐
Essential	Connolly, T., Begg, C., (2014), Database Systems: A Practical Approach to Design, Implementation, and Management, 5th Ed., Pearson, Boston, MA.	☐
Further	Collier, K., (2011) Agile Analytics: A Value-Driven Approach to Business Intelligence and Data Warehousing: Delivering the Promise of Business Intelligence, Addison-Wesley	☐
Further	Howson, C., (2013), Successful Business Intelligence, Second Edition: Unlock the Value of BI & Big Data. 2nd Edition, McGraw-Hill Education.	☐
Further	Ishikawa, A., Nakagawa, J. (2013) Introduction to Knowledge Information Strategy, An: From Business Intelligence to Knowledge Sciences, World Scientific Publishing	☐
Further	Han, J., Pei, J., Kamber, M. (2011) Data Mining: Concepts and Techniques. 3 rd Edition, Morgan Kaufmann	☐