

EMPL4005

INFORMATION, DATA AND ANALYSIS

Introduction to Module

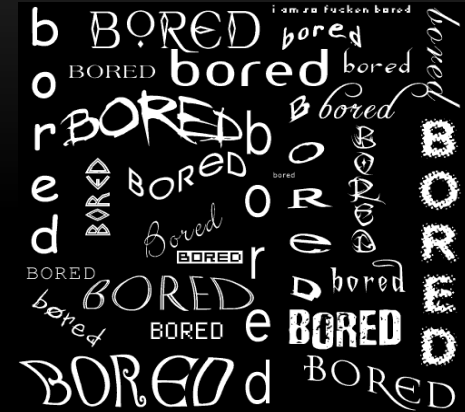
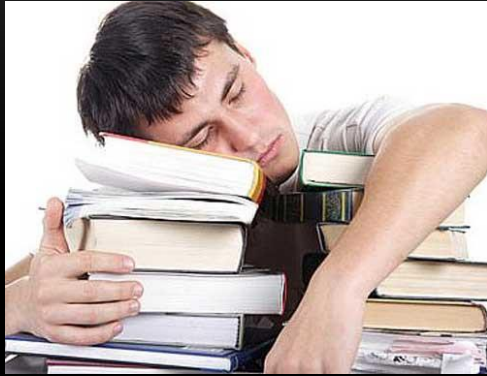
MODULE OBJECTIVES

By the end of this module you will be able to:

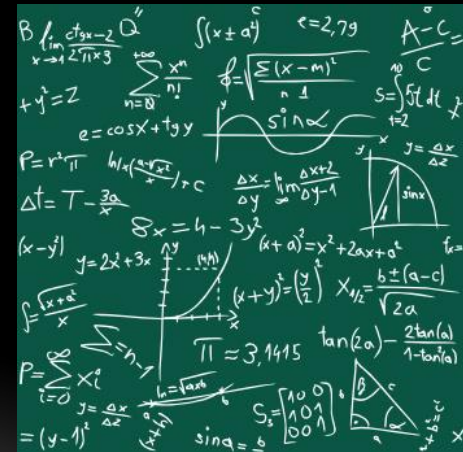
- **Identify** the difference between Data, Information, Knowledge, Understanding and Wisdom - as defined by *Prof Russell Ackoff (1989)*
- **Differentiate** between primary and secondary data sources and **Evaluate** their inherent advantages and disadvantages
- **Gather** information in an appropriate manner for use in the workplace
- **Understand** the necessity of maintaining the integrity of the raw data gathered
- **Employ** key mathematical and statistical skills to analyse data
- **Utilise** IT to streamline the data analysis process

I think I can guess what you are all thinking now:

- **EITHER:** Boring – wake me up when it is time for coffee...



- **OR:** Statistics!! Maths!! Aargh!! - Where's the door??



Relax (or Wake up!)

- I am going to show you over the next few weeks that examining and manipulating data, uncovering information, gaining knowledge (and eventually wisdom) can be fascinating and empowering.
- Indeed, the knowledge you gain during this module should help to put you in a much stronger position in the workplace.



How?

- You will learn how to:
 - **Examine** Raw **Data**, extract useful **Information** from it and turn it into **Knowledge**
 - **Be discerning** – which basically means you can ‘*sort the wheat from the chaff*’ and make judgements on the data or information before you.
 - These skills will then enable you to **Evaluate** the information and make informed decisions on when and how to apply it.
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