1. Kent Vision Code and title of the module

BUSN9860: Business Analytics Research Project

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

45 credits (22.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Summer

## Prerequisite and co-requisite modules and/or any module restrictions

BUSN9200 Research Methods & Consulting Skills

## The course(s) of study to which the module contributes

Compulsory to the following courses: MSc Business Analytics/with an Industrial Placement

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1 Identify a dissertation topic relevant to Business Analytics. Provide an introduction that clearly identifies the objectives of the dissertation and places it in context; and, provide an appropriate title.

8.2 Select an appropriate Business Analytics technique applicable to the dissertation topic and represent it in a mathematical or structured form (develop a model).

8.3 Provide a critical analysis of the results obtained from the model and develop a coherent, properly structured and extended argument from the analysis undertaken that justifies conclusions of relevance to practitioners.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

9.1 Carry out an effective literature search, particularly refereed journals; accurately summarise the literature sources identified and critically evaluate them, and, collect primary and secondary data appropriate to the dissertation topic.

9.2 Learn research skills and a range of qualitative and quantitative research methods that might be necessary to analyse the data

9.3 Demonstrate an in-depth understanding of the ethical issues that may arise during the research.

9.4 Produce a dissertation report that shows the ability to write acceptable English, which conforms to commonly accepted standards for reports, and whose standard of presentation is appropriate to a business report

## A synopsis of the curriculum

This module allows students to put into practice the knowledge and skills gained in the other modules on the MSc Business Analytics. Working under the guidance of an academic supervisor and possibly with a company, students solve practical problems that require an application-oriented thinking. The problems are varied and interesting, such as analysing marketing campaigns, ranking credit risks, optimising capital investments, forecasting sales trends, simulating patient flow through hospitals and extracting patterns from large datasets.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 442

Contact Hours/Supervision: 8

Total: 450

## Assessment methods

* + 1. Main assessment methods

Research Project (8000-10000 words) (100%).

13.2 Reassessment methods

Reassessment Instrument: 100% Project.

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Private Study** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Supervision* | **X** | **X** | **X** | **X** | **X** | **X** |  |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Research Project* | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

The curriculum in this module is globally applicable. Both the subject specific and generic learning outcomes are also globally applicable.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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