

Module Descriptor Definitive Document

Module Code	BSNF53
Version	1
Module Title	Business Information and Data
Credits	20
Valid From	January 2025
Status	Validated
Subject Board	BSN
HECoS Code	100097
Academic Level (FHEQ)	3
Study Period	B
Prerequisites and co-requisites	N/A
Not available to students taking/having taken	N/A

Content (Indicative)

This module introduces students to the key concepts and techniques related to business information and data. It focuses on how businesses collect, analyse, and utilise information to support decision-making and gain competitive advantage. Students will explore various types of business data, methods of data collection, storage, and analysis, and the role of information systems in modern organisations. Additionally, ethical issues surrounding data use and the impact of emerging technologies will be discussed.

Teaching and Learning Experience

- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Explain the importance of business information and data in supporting business decision-making processes.
2. Identify and categorise different types of business data and information systems used in organisations, reflecting on the emerging technologies in data management and creation.
3. Apply basic data analysis and visualisation techniques to interpret business information.
4. Recognise the ethical and legal issues associated with business data, including privacy, security, and regulatory compliance.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Essay	30%	1,2
Case Study	70%	3, 4

Indicative reading

Books

Bocij, P., Greasley, A., & Hickie, S. (Latest Edition). *Business information systems: Technology, development and management for the E-business*. Pearson.

Laudon, K. C., & Laudon, J. P. (Latest Edition). *Management information systems: Managing the digital firm*. Pearson.

Sharda, R., Delen, D., & Turban, E. (Latest Edition). *Business intelligence: A managerial perspective on analytics*. Pearson.

Pinder, J. P. (Latest Edition). *Introduction to business analytics using simulation*. Academic Press.

Foreman, J. W. (2013). *Data smart: Using data science to transform information into insight*. Wiley.

Davis, K., & Patterson, D. (2012). *Ethics of big data: Balancing risk and innovation*. O'Reilly Media.

Journals

Journal of Business Venturing

Journal of Small Business and Enterprise Development