

Module Outline

Part 1- as validated

1.	Title	Information Systems and Business Intelligence
2.	Level	5
3.	Credits	20
4.	Indicative Student Study Hours	200
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module

This module will give students the opportunity to understand the nature of information and business intelligence, the global role of information systems within organizations and, in particular, how they relate to the IS Strategy and the overall corporate strategy. It is intended to equip students to produce an IT solution for managing and analyzing information in a given context. Students will be expected to understand and apply the principles of database design to solve a realistic business problem. This will involve designing, developing and presenting a prototype database system, such as a Customer Relationship Management (CRM) system. Emphasis will be placed on the need to involve the stakeholders at all stages of systems development and implementation.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject-specific learning outcomes:</i>
1.	Analyse the role of information systems and business intelligence in decision making
2.	Interpret and analyse user requirements to develop a database that supports decision making
3.	Justify selection of data sources and methods used for analysis and present and interpret information generated
	<i>Generic learning outcomes:</i>
4.	Evaluate ethical issues
5.	Confidently evaluate the validity and reliability of data

7. Assessment

Pass on aggregate or Pass all components <i>(modules can only be pass all components if this</i>	Pass on aggregate
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is a PSRB requirement)

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Report	30%	No	1000	1,5	
2.	Case study including database development	30% 40%	No	15 min presentation 1500 word documentation	2,3,4	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

The report analyses the role of information systems and business intelligence in an organization.

The case study requires development of a database that supports decision-making. Assessment is by a presentation that justifies the design and functionality of the database in the business context. Supporting documentation shows the database design and provides a user guide.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA(Hons) Business and Management