BUS5003 Information Systems and Data Analysis

Unit Description

This unit takes a "real world" approach to investigating, understanding and using business data and business information systems. The unit is designed to give students insight into business data to enable objective, evidence-based decision making. Upon completing this unit, students will be able to evaluate business information systems, understand the importance of cyber security and interrogate enterprise data.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Evaluate the core elements of contemporary Management Information Systems (MIS) which support enterprise strategy and process.
2. Evaluate how different MIS can be used to support enterprise decision making to sustain competitive advantage.
3. Synthesize the value and relationship between enterprise data, data management and market intelligence.
4. Evaluate current and future MIS trends, challenges and opportunities.