

<b>Unit Code and Title</b>	<b>BIS3001 Data Analytics for Business</b>
<b>Course(s)</b>	Bachelor of Business Information Systems
<b>Core or Elective</b>	<b>Core:</b> Bachelor of Business Information Systems
<b>Credit Points</b>	6 credit points
<b>Duration</b>	1 standard study period
<b>AQF Level</b>	7
<b>Student Workload</b>	Students should expect to spend approximately 120 hours on learning activities across the study period. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.
<b>Essential Requirements</b>	N/A
<b>Mode(s) of Delivery</b>	On campus/Online
<b>Pre-Requisites</b>	BIS1002 Data and Information Management

### Unit Description

In the contemporary organisational environment, decisions are best made on evidence derived from the widest data sources available. This unit considers the creation, manipulation and interpretation of big data, how to organise it, and how to optimally manage it to enable rapid and accurate decision-making. Aspects of platform design, systems integration, systems security and compatibility are examined, along with statistical analysis for big data. Students are also equipped with skills for identifying “fake data”. On completion of this unit students will have an integrated knowledge of organisational data collation, analysis and interpretation that they can apply to real world organisational problems.

### Unit Learning Outcomes (ULOs)

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

ULO-1 Review current algorithms, methodologies and modelling techniques for Information System business analytics.

ULO-2: Evaluate business analytic tools and techniques and their utility to support different types of business decisions.

ULO-3: Critically review modern data mining methods and tools

ULO-4: Analyse the features, tools and applications of data virtualisation.

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