



## Subject Outline

# **FIN371 Applied Business Analytics**



## Section 1 — General information

### 1.1 Administrative details

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Duration	Credit points	Level
One study period (12 weeks)	6	AQF9

### 1.2 Core or elective subject

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This is an elective subject for the Graduate Certificate in Applied Finance, Graduate Diploma of Applied Finance and Master of Applied Finance.

### 1.3 Delivery mode

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This subject is delivered online.

### 1.4 Assumed knowledge

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Kaplan assumes that students have completed FIN370 Introduction to Data Analytics, or understand the content covered in this subject, prior to undertaking FIN371 Applied Business Analytics.

### 1.5 Course transition subject equivalence

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Students may not be required to complete this subject if they have transitioned from a SIA/Finsia/Kaplan course and have completed the following subjects:

- there are no equivalences for this subject.

### 1.6 Work integrated learning

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There are no placements, internships or work experience requirements associated with undertaking this subject.

### 1.7 Other resource requirements

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Students do not require access to specialist facilities and/or equipment to undertake this subject.



## Section 2 — Academic details

### 2.1 Subject overview

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This subject focuses on how to harness the power of data and associated technologies to inform better business decisions. This includes developing and applying critical skills in quantitative and qualitative data analysis and how insights from these results can inform decision-making and business direction. Practical application is achieved with the development of evidence-based solutions through analysis of real-world case studies.

### 2.2 Subject learning outcomes

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On successful completion of this subject, students should be able to:

1. Create an inventory of tools and resources necessary in data analysis and management.
2. Analyse data-rich reporting in the context of business decision-making and direction.
3. Explore the ethical issues associated with the storage of analytics, data and technology.
4. Evaluate strategies for advanced data analysis.

## 2.3 Topic learning outcomes

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### Topic 1: Big data and analytics — emerging careers, skills and software

On successful completion of this topic, students should be able to:

- review the concepts of data analytics and big data
- identify different types of data analytics
- examine analytics in the workplace including emerging careers and related skills
- consider challenges for organisations making a move to analytics.

### Topic 2: Business understanding and data preparation

On successful completion of this topic, students should be able to:

- explore data collection types and determine data dictionary
- compare data lake and data warehouses
- discuss data governance and data mining
- apply the first three phases of the data analytics project life cycle to real data, including business understanding, data understanding and data preparation.

### Topic 3: Data modelling, evaluation and deployment

On successful completion of this topic, students should be able to:

- continue applying the stages of the data analytics project life cycle to real data, including data modelling, evaluation and deployment
- perform summary statistics
- apply time series and regression models

### Topic 4: Data mining and Business Intelligence (BI) tools

On successful completion of this topic, students should be able to:

- perform and practising data mining via reviewing and reflecting of data mining process
- compose simple data reports with statistics and visualisations to extract meaningful insights
- practice and develop analytics skills via the real-life case study

### Topic 5: Text analytics and sentiment analysis

On successful completion of this topic, students should be able to:

- explain text analytics and sentiment analytics
- discuss text mining techniques
- review text analytics and sentiment analysis outcomes.

### Topic 6: Data visualisation and storytelling

On successful completion of this topic, students should be able to:

- discuss the differences between data visualisation and storytelling
- discuss the history of information visualisation in terms of information density and dimensions
- explore the costs and benefits of data visualisation and storytelling
- differentiate characteristics of compelling information visualisations as they relate to business problems.

### Topic 7: Practising data-driven decision-making in a simulated environment

On successful completion of this topic, students should be able to:

- discuss the importance and impact of the data driven decisions
- determine and generate the relevant visual aids
- formulate a conclusion.

### Topic 8: Introduction to artificial intelligence and machine learning

On successful completion of this topic, students should be able to:

- discuss the importance and impact of artificial intelligence
- discuss the basic applications of artificial intelligence
- discuss machine learning and its importance
- explore basic machine learning methods
- explore connections between analytics, machine learning and artificial intelligence.

### Topic 9: Data ethics, security and privacy

On successful completion of this topic, students should be able to:

- discuss ethics, privacy and security in relation to data analytics
- practice ethical inquiry
- discuss best practice for privacy
- consider security challenges.

## 2.4 Assessment schedule

Assessment	Description	Week	Topics	Weighting	Subject learning outcomes assessed
Task	Case study: Presentation	4	1–3	20%	LO1–LO3
Assignment 1	Case study: Written report — Part I	8	1–6	40%	LO1–LO4
Assignment 2	Case study: Written report — Part II	12	1–9	40%	LO1–LO4

Please refer to our website <[www.kaplanprofessional.edu.au](http://www.kaplanprofessional.edu.au)> to review student policies relating to your assessment, including the *Kaplan Assessment Policy* and *Academic Integrity and Conduct Policy*.

## 2.5 Prescribed text

There is no prescribed text for this subject. Students are provided with key readings and access to Kaplan's online databases. Students are encouraged to research and read widely on the topic.

## 2.6 Study plan

Week(s)	Topic name	Study load in hours
1	Topic 1: Big data and analytics — emerging careers, skills and software	10
2	Topic 2: Business understanding and data preparation	10
3	Topic 3: Data modelling, evaluation and deployment	10
4	<b>Task (Weighting 20%)</b>	10
5	Topic 4: Data mining and Business Intelligence (BI) tools	10
6	Topic 5: Text analytics and sentiment analysis	10
7	Topic 6: Data visualisation and storytelling	10
8	<b>Assignment 1 (Weighting 40%)</b>	10
9	Topic 7: Practising data-driven decision-making in a simulated environment	10
10	Topic 8: Introduction to artificial intelligence and machine learning	10
11	Topic 9: Data ethics, security and privacy	10
12	<b>Assignment 2 (Weighting 40%)</b>	10
<b>Total minimum study load</b>		<b>120 hours</b>

Additional study hours (if required), dependent on knowledge and personal commitments	60 hours
<b>Total study load, including additional study hours</b>	<b>180 hours</b>