



Subject Outline

FIN373 Data analytics for decision making



Section 1 — General information

1.1 Administrative details

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

1.2 Core or elective subject

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

1.3 Delivery mode

This subject is delivered online.

1.4 Assumed knowledge

Kaplan assumes that students have completed FIN201 Quantitative Applications in Finance and FIN280 Financial Modelling or understand the content covered in those subjects, prior to undertaking FIN373 Data analytics for decision making.

1.5 Course transition subject equivalence

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:

- FIN370 Introduction to Data Analytics
- FIN371 Applied Business Analytics

1.6 Work integrated learning

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

1.7 Other resource requirements

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



Section 2 — Academic details

2.1 Subject overview

This subject focuses on underpinning data analytic concepts and techniques required for business decision making. It explores the data analytics life cycle and utilises data analytics techniques to gain business insights. This subject enables students to make informed decisions evaluating results from various data analytics techniques.

2.2 Subject learning outcomes

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

1. Examine the principles of data analytics, key terminologies and its significance in finance
2. Explore the data analytics life cycle and discuss ethical concerns
3. Apply data analytics techniques to solve business problems
4. Create and evaluate data-rich reporting in the context of business decision-making and recommendations.

2.3 Topic learning outcomes

Topic 1: Introduction to data analytics

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

- discuss what data analytics means and its importance in finance
- examine the uses of data analytics and its importance in decision making
- explore applications of data analytics in finance
- examine analytics in the workplace including emerging careers and related skills
- explore challenges for organisations making a move to analytics.

Topic 2: Fundamental concepts of data analytics

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

- distinguish between data analysis, data analytics, big data, and data science
- explain the concepts of statistical analysis and its relevance to data analytics
- review the differences between different types of data analytics
- explore text analytics, sentiment analysis and their importance.

Topic 3: Data analytics life cycle

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

- explain the stages of data analytics life cycle
- explore ethical concerns related to each stage of data analytics life cycle
- examine the process of data discovery and data preparation
- review data exploration and visualisation
- discuss the importance and characteristics of an effective model and model planning
- perform data cleaning and preparation.

Topic 4: Data analytics for business problem identification

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

- perform descriptive analytics identifying underperforming areas of a business
- perform diagnostic analytics identifying cause of problem
- develop hypothesis based on results

Topic 5: Data analytics techniques

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

- apply descriptive analytics to summarise data
- use diagnostic analytics and investigate data anomalies
- perform predictive analytics to forecast future trends
- conduct prescriptive analytics to identify future actions

Topic 6: 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
- perform text analytics to gain customer opinion and market insights
- conduct sentiment analysis on textual data
- review and interpret text analytics and sentiment analysis outcomes.

Topic 7: Data visualisation and storytelling

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

- explore the differences between data visualisation and storytelling
- evaluate the effectiveness of different visualisation techniques
- create effective data visualisations
- review and interpret data visualisations
- use storytelling to communicate findings

Topic 8: Data analytics and decision making

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

- evaluate results from various data analytics techniques
- make informed decisions based on data analytics outcomes
- propose actionable recommendations
- critically assess the impact of data driven decisions

2.4 Assessment schedule

Assessment	Description	Week	Topics	Weighting	Subject learning outcomes assessed
Task	Short/long answer questions.	4	1–3	20%	LO1–LO2
Assignment	Case study analysis: Written report and excel analysis	8	4–6	40%	LO3–LO4
Oral assignment	Case study analysis: Presentation	12	5–8	40%	LO3–LO4

Please refer to our website <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	Topic	Hours
1	Topic 1: Introduction to data analytics	8
2	Topic 2: Fundamental concepts of data analytics	8
3	Topic 3: Data analytics life cycle	8
4	Task (20% weighting) Topic 4: Data analytics for business problem identification	16
5	Topic 5: Data analytics techniques	10
6	Topic 6: Text analytics and sentiment analysis	10
7–8	Assignment (40% weighting)	20
9	Topic 7: Data visualisation and storytelling	10
10	Topic 8: Data analytics and decision making	10
11–12	Oral assignment (40% weighting)	20
Total hours		120

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