



Data Analysis in Industry Course Descriptor

Course Title	Data Analysis in Industry	Faculty	EDGE Innovation Unit (London)
Course code	NCHMV462	Course Leader	Marta Rodriguez-Martinez
Credit points	15	Teaching Period	6 weeks
FHEQ level	4	Date approved	March 2021
Compulsory/Optional	Compulsory		
Prerequisites	None		
Co-requisites	None		

COURSE SUMMARY

In this course, learners will understand how to describe the data analytics lifecycle and set out details, activities and roles at each stage through real-world examples. They will learn how to design effective project briefs which communicate expectations to stakeholders, as well as gather and elicit requirements. They will then identify business specific rules related to datasets and data characteristics that will influence project design and analysis. Learners will also be able to describe the key characteristics of different data formats and how to work with them, including file extensions, data types and data structures.

COURSE AIMS

- Train learners to apply the data analytics lifecycle, based on the Cross-Industry Standard Process for Data Mining (CRISP-DM) to support the planning and evaluation of data related projects.
- Train learners to gather and elicit requirements to build a project brief and develop a stakeholder management plan.
- Enable learner to identify common data sources and understand how they are used in data analysis.

LEARNING OUTCOMES

On successful completion of the course, learners will be able to:

KNOWLEDGE AND UNDERSTANDING

- K2a Describe the data analytics lifecycle and set out details, activities and roles at each stage in a real-world example.
- K3a Identify business specific rules related to datasets and data characteristics that will influence project design and analysis.

SUBJECT SPECIFIC SKILLS

- S1a Identify the input data necessary to gather and elicit requirements for internal and external systems.
- S2a Develop effective project briefs which communicate expectations to stakeholders.

TRANSFERABLE AND PROFESSIONAL SKILLS

- T1a Clearly and concisely communicate the commercial objectives of a project in writing.
- T1a Communicate with stakeholders to elicit project requirements.
- T2a Explore analytical possibilities before committing to a final plan.

TEACHING AND LEARNING

The course learning and teaching hours will be structured as follows:

- Seminar = 15 hours
- Applied Seminar = 7 .5 hours
- Coaching session = 1 hour
- Academic Drop-ins = 4 hours
- Reading and Assessment Prep = 32.5 hours
- Application of learning = 90 hours

Total = 150 hours

ASSESSMENT

FORMATIVE

Learners will be formatively assessed during the course through a range of techniques. During seminars, applied learning seminars and one to one coaching, questioning and quizzing are used as formative assessment. The purpose of the formative assessment is to provide learners with developmental feedback to support their learning.

SUMMATIVE

AE	Assessment Type	Weighting	Online submission	Duration	Length
1	Written Assignment	50%	Yes	-	2000 words +/- 10%
2	Written Assignment	50%	Yes	-	2000 words +/- 10%

The summative assessment will be assessed in accordance with the assessment aims set out in the Programme Specification.

FEEDBACK

Learners will receive formal feedback in a variety of ways. For summative assessments, feedback is written and provided within 20 days of submission, and for formative assessment it could include verbal or written feedback. Learners will also have a progress review each quarter with their Multiverse Coach and their Line Manager. These reviews are an opportunity to discuss progress to date both in their role and on the degree programme.

INDICATIVE READING

Note: Comprehensive and current reading lists for courses are produced annually in the Course Syllabus or other documentation provided to learners; the indicative reading list provided below is used as part of the approval/modification process only.

BOOKS

Grady, J.O., 2010. System requirements analysis. Elsevier

Moreira, J., 2018, A General Introduction to Data Analytics, Wiley.

JOURNALS

Dettori, J.R. and Norvell, D.C., 2018. The anatomy of data. *Global spine journal*, 8(3), pp.311-313.

Carrizo, D., Dieste, O. and Juristo, N., 2014. Systematizing requirements elicitation technique selection. *Information and Software Technology*, 56(6), pp.644-669.

INDICATIVE TOPICS

Learners will study the following topics:

- Project briefs
- The Data Analytics Lifecycle
- Stakeholder management
- Requirements elicitation
- Data types and data sources

Title: NCHMV462 Data Analysis in Industry Course Descriptor					
Approved by: Academic Board					
Version number	Date approved	Date published	Owner	Location	Proposed next review date
1.0	March 2021	March 2021	Marta Rodriguez-Martinez	Multiverse website	March 2026
Modifications (As per AQF4)					
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