KAPLAN PROFESSIONAL

Subject Outline

FIN370 Introduction to Data Analytics

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 and Master of Applied Finance.

1.3   Delivery mode

This subject is delivered online.

1.4   Assumed knowledge

Kaplan assumes that students have completed
FIN201 Quantitative Applications in Finance or understand the content covered in this subject, prior to undertaking FIN370 Introduction to Data Analytics.

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:

• there are no equivalences for this subject.

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. The subject examines the data analytics life cycle and utilises quantitative techniques, generating meaningful visualisation of digital data. It also reviews modern business analytics tools, future trends, and ethical concerns in relation to business analytics.

2.2 Subject learning outcomes

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

1. Examine the principles of data analytics and their relation to business intelligence.
2. Discuss the data analytics life cycle and review each stage of the cycle.
3. Apply appropriate quantitative techniques for business analytics facilitating evidence-based decision making to a business problem.
4. Analyse future trends and ethical concerns in business analytics.

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 relation to business intelligence
- differentiate between data analytics, statistical analysis, and data science
- identify and describe data analysis skills
- discuss the uses of data analytics and its importance in decision making
- explain the stages of data analytics life cycle.

Topic 2: Data analytics life cycle: Discovery and data preparation

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

- explain what data discovery is and its importance
- discuss the areas of data discovery
- identify data collection tools and discuss their uses
- review the business goals and develop the context
- identify the data sources needed
- explain what data mining is and its importance in business analytics
- review data mining methods.

Topic 3: Data analytics life cycle: Modelling and data analysis

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

- discuss the importance and characteristics of an effective model
- discuss model planning steps and their importance
- review the tools and techniques available for building and executing the models
- perform descriptive statistics and inferential statistics.

Topic 4: Data analytics life cycle: Meaningful visualisation

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

- explain the importance and key issues of data visualisation
- identify different levels of analysis and discuss how to organise visualisation
- explore the data visualisation types and their uses.

Topic 5: Modern business analytics tools

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

- discuss the importance of business analytics tool
- explore the uses of business analytics tools
- research and review business analytics tools used by companies.

Topic 6: The future of work and business analytics in a post Covid world

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

- examine the heightened role that business analytics will perform in Industry 5.0
- discuss the role of data ethics and potential challenges for business
- review the viewpoints of leading consultancies about the future role of analytics.

Topic 7: Data analysis for digital marketing

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

- explain what digital marketing is and its importance
- explore digital marketing scope and strategy
- discuss the types of indicators
- discuss the use of Google analytics, A/B testing and funnel analysis.

Topic 8: Data analytics for entrepreneurship (start-up metrics)

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

- explain start-up ecosystem and start-up metrics
- discuss the use of data analytics in start-ups
- review case studies/industry examples which use data analytics in start-ups.

Topic 9: Data analytics for finance

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

- explain financial data analytics and its importance
- discuss the uses and challenges of data analytics in finance
- review how data analytics revolutionise the finance industry.

2.4   Assessment schedule

Assessment	Description	Week	Topics	Weighting	Subject learning outcomes assessed
Task	Case study analysis: Infographic	4	1–3	20%	LO1–LO3
Quiz	Online quiz	6	1–4	15%	LO1–LO3
Assignment 1	Case study analysis: Written report	8	1–6	35%	LO1–LO4
Assignment 2	Presentation: PowerPoint Slide pack with speaker notes	12	1–9	30%	LO1–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(s)	Topic name	Study load in hours
1	Topic 1: Introduction to data analytics	10
2	Topic 2: Data analytics life cycle: Discovery and data preparation	10
3	Topic 3: Data analytics life cycle: Modelling and data analysis	10
4	**Task (Weighting 20%)**	10
5	Topic 4: Data analytics life cycle: Meaningful visualisation	10
6	Topic 5: Modern business analytics tools **Quiz (Weighting 15%)**	10
7	Topic 6: The future of work and business analytics in a post Covid world	10
8	**Assignment 1 (Weighting 35%)**	10
9	Topic 7: Data analysis for digital marketing	10
10	Topic 8: Data analytics for entrepreneurship (start-up metrics)	10
11	Topic 9: Data analytics for finance	10
12	**Assignment 2 (Weighting 30%)**	10
Total minimum study load		**120 hours**

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