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## Module Outline

<b>Module Code</b>	<b>DSC5102</b>
<b>Module Title</b>	<b>Business Analytics Capstone Module</b>
<b>Semester</b>	<b>Semesters 1 and 2, 2017/2018</b>
<b>Module Credits</b>	<b>12</b>
<b>Faculty</b>	<b>Business School</b>
<b>Department</b>	<b>Analytics and Operations</b>
<b>Timetable</b>	<b>Thursday, 2:00pm – 9:30pm</b>
<b>Module Facilitators</b>	<b>Associate Professor Pang Yan, James</b>

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### Summary

This module provides an opportunity for students to learn Business Analytics (BA) topics that complement other courses in MSBA and prepare themselves to work with industry organizations. This education focuses on working on different practical instruments for exercising BA work in enterprises, identifying important organizational issues, detecting critical information sources, collection and analysis. Through action-based learning that spans a full year, the module aims to develop personal capabilities, professional competencies, and academic knowledge for real business settings.

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### Topics

- August – December (Semester 1):

Lectures: Industry BA landscape; Industry BA solution design methodology; architecture thinking; the role of business analytics in decision making; industry BA trends; industry BA case study; business transformation methodologies; business process modeling, analytics and management; communication skills and presentation (business etiquette in global companies). Business analytics tooling basics.

- January – April (Semester 2):

Lectures: BA project management; cognitive systems for aiding decision making; data exploration and data visualization; complex operational models in different industries; modularization of organizations; knowledge and resource view of the enterprise; information as a resource (alignment of analytics with operational strategy); predictive and explicative business performance;

Prepare students for Enterprise Capstones and Residency. Engage different enterprises, including newly formed start-ups. Form teams, choose projects, understand scope and requirements of expected deliverables.

- May – August (Semester 3):

Student Capstone Projects and Residency at enterprises (3~6 months).

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**Assessment/Grading**

1. Class Projects:	30%
2. Class Participation, Presentation and Activity	20%
3. Capstone Projects and Residency	50%
Total Assessment:	100%

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**Prerequisites**

No prerequisites for the Master of Science in Business Analytics students.