Module Descriptor

Title	Data Analytics		
Session	2026/27	**Status**	
Code	LNDN08003	**SCQF Level**	8
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Dr Alloysius Egbulonu		

Summary of Module

This module is designed to provide students with an introduction to the statistical principles used in data analytics and their application using a suitable statistical package. The module begins by considering how graphical summaries and numerical summaries, such as mean, median, standard deviation and correlation, can be used to describe and understand data. The issue of data handling is then considered. The basic concepts of inferential statistics are discussed and the use of methods for understanding the statistical importance of differences in means and proportions are described.

Syllabus: An Introduction to R/Excel – data import, data manipulation; introduction to data handling; basic graphical methods and numerical summaries; writing simple reports of a data analysis; basic concepts of statistics (populations and sampling); confidence intervals for means and proportions; testing for differences in means and proportions; p-values.

Data analysis is an international language using internationally recognised techniques developed and refined by statisticians and analysts across the globe. Mastery of the subject-specific learning outcomes, 1 to 4, will equip students to apply the theories and techniques of this module in a wide range of international contexts.

In compiling the reading list, consideration has been given to the range of texts that are available internationally and a selection of texts has been identified to complement the delivery of the material. Examples with an international dimension are included in the module where appropriate.

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate knowledge and critical understanding of the underlying concepts and principles of data analytic techniques
L2	Demonstrate the capability to use a range of established techniques and a reasonable level of skill in the use of basic graphical and numerical summaries of data, confidence intervals and testing for means and proportions.
L3	Select and deploy the concepts and principles in the use of data analytics.
L4	Make appropriate use of a statistical package, including basic graphical and numerical summaries of data, and testing for means and proportions.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 8** Gain knowledge and understanding in problems relating to quantitative and qualitative information.
Practice: Applied Knowledge and Understanding	**SCQF 8** Apply knowledge to solve problems relating to quantitative and qualitative information.
Generic Cognitive skills	**SCQF 8** Appreciate how data analytics contribute to the development of an organisation's business strategy

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Communication, ICT and Numeracy Skills	**SCQF 8** Make effective use of IT facilities for solving problems; Communicate straightforward arguments and conclusions reasonably accurately and clearly
Autonomy, Accountability and Working with Others	**SCQF8** Manage their own learning and development.

Prerequisites	**Module Code** LNDN07002	**Module Title** :Economic Principles
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Zuur, A. (2009) A Beginner's Guide to R, New York: Springer Mann, P. (2017) Introductory Statistics, 9th Edition, Wiley Mann, P. (2017) Introductory Statistics, 9th Edition, Wiley

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via VLE.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Accounting Finance Law**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Undergraduate London SAB
Moderator	Dr Attahir Abubakar
External Examiner	David Moore
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	1.2

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Online test 40%
Assessment 2
Written assessment 60%

Assessment 3
NA
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Online Test	☒	☒	☒	☒	☐	40	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Written Assessment	☒	☒	☒	☒	☐	60	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**
Module coordinator, moderator and external examiner details	06/03/2025	Dr A.J Egbulonu
Assessment description	06/03/2025	Dr A.J Egbulonu
Equality and Diversity	06/03/2025	Dr A.J.Egbulonu
Core text	06/03/2025	Dr A.J.Egbulonu