

ANL201 Data Visualisation for Business

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

ANL201 Data Visualisation for Business aims to equip students with the knowledge and skills to use data visualisation in measuring and monitoring business performance. At the end of this course, students will be competent in using data visualisation to create business performance dashboards and reports.

Topics:

- Business Performance Measurement and Balanced Scorecard
- Strategy Map and Internalisation of Business Performance Measurement
- Data Visualisation and Semiotics of Data Visualisation
- Understanding Data
- Visual Cues and Coordinate Systems
- Scales and Context
- Visualisation for Categorical Data
- Visualisation for Time Series Data
- Visualisation for Spatial Data, Multi-Variable and Distribution of Data
- Forecasting
- Business Performance Dashboard Concepts and Design Principles
- Building Business Performance Dashboard

Textbooks:

Nathan Yau: Data Points: visualisation that means something John Wiley & Sons
ISBN-13: 9781118462225

Dan Murray: Tableau Your Data by Dan Murray John Wiley & Sons
ISBN-13: 9781119001218

Learning Outcome:

- Describe an overview of business performance measurement strategy.
- Evaluate the appropriateness of business performance measures against business strategy adopted.
- Discuss the design principles of performance reports and dashboards.
- Use appropriate visualization based on given data.
- Summarise data through the use of business performance reports with the aid of data visualisation software.
- Develop business performance dashboards using data visualisation software.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PARTICIPATION	6
PRE-COURSE QUIZ	2
TUTOR-MARKED ASSIGNMENT	18
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
GROUP BASED ASSIGNMENT	20
Sub-Total	50

Examinable Component	Weightage (%)
ECA-REPORT	40
ECA-POWERPOINT	10
Sub-Total	50

Weightage Total **100**