

## **ANL488 Business Analytics Applied Project**

**Level:** 4

**Credit Units:** 10 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

### **Synopsis:**

With this project, students will apply the techniques and skills they acquired to individually assigned problems. Students will identify appropriate projects in which data mining techniques will be applied to provide useful information to make decisions.

### **Topics:**

- Problem Identification
- Project Research Method
- Project Research Design
- Project Proposal Writing
- Project Planning and Establishing Milestone
- Analysis and Recommendations
- Project Report Writing
- Project Presentation

### **Textbooks:**

Robert Nisbet, John Elder & Gary Miner: Handbook of Statistical Analysis and Data Mining Applications Academic Press  
ISBN-13: 9780124166325

**Learning Outcome:**

- Appraise relevant references to the selected business analytics project topic to form the Literature Review.
- Evaluate the suitability of alternative business analytics methodologies for the project proposal.
- Critique the impact of the project proposed.
- Formulate a viable business analytics project proposal under individual supervision.
- Apply appropriate business analytics techniques to the business analytics problem, including conducting business understanding, data understanding, data preparation, modelling, evaluation and deployment.
- Discuss the business analytics problem.
- Implement the project proposal.
- Recommend courses of action through an appropriately written project report.
- Debate the effectiveness of the proposed business analytics solution.
- Defend project results to peers and supervisors.

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PROJECT PROPOSAL	20
<b>Sub-Total</b>	<b>20</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
PROJECT DEVELOPMENT	20
FINAL REPORT	60
<b>Sub-Total</b>	<b>80</b>

**Weightage Total** **100**