

<b>Short Title:</b>	Business I.T. and Intro to Data Analysis <b>APPROVED</b>
<b>Full Title:</b>	Business Information Technology and Introduction to Data Analysis
<b>Language of Instruction:</b>	English

<b>Module Code:</b>	INFO H1023
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<b>Credits:</b>	5
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<b>Field of Study:</b>	Marketing and advertising
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<b>Module Delivered in</b>	<a href="#">11 programme(s)</a>
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<b>Reviewed By:</b>	GLENN MEHTA
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<b>Module Author:</b>	GARRY O REGAN
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<b>Module Description:</b>	The purpose of this module is (a) to develop the student's understanding of information technologies in business, as introduced in semester 1, and (b) to develop the student's knowledge and practical skills in the area of data analysis.
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<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Describe a range of information technologies relevant to business, and marketing in particular, incl. internet technologies, social media and digital marketing applications, input, output and storage devices, processors and computer memory, software types and software development, communications technologies and networks.
LO2	Explain and describe the concepts of data, information, knowledge, and decision making.
LO3	Solve a variety of business data analysis problems using a commonly available spreadsheet application.
LO4	Develop a simple software application using a publicly available application development tool-set.

**Module Content & Assessment**

<b>Course Work</b>				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Practical/Skills Evaluation	Development of a simple software application ('app') using a software tool specified in class.	4	25.00	Week 6
Practical/Skills Evaluation	Introductory and intermediate spreadsheet functions - creating a simple spreadsheet, basic functions e.g. sum, sort, formatting.- adding functionality to cater for more complex business rules, incl. vlookups, if statements, rules of precedence.	3	25.00	Week 11
Continuous Assessment	Work submitted weekly at each lab is marked, to encourage ongoing student engagement. A reasonable effort is expected for each submission, for marks to be awarded.	3,4	10.00	Ongoing
Short Answer Questions	In class theory assessment(s) on all theory covered - questions presented through an online assessment medium (Moodle). These will be conducted at specific intervals (end of topic) or end-semester.	1,2	40.00	Ongoing

No End of Module Formal Examination

**TU Dublin – Tallaght Campus reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Instruction on I.T. concepts	1.00	Every Week	1.00
Lab	Instruction and practice on data analysis (spreadsheet) skills, and application development.	2.00	Every Week	2.00
Independent Learning	Reading/Study/Developing Practical skills	6.00	Every Week	6.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				3.00

<b>Workload: Part Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab	instruction	2.00	Every Week	2.00
Independent Learning	No Description	7.00	Every Week	7.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				2.00

## Module Resources

### *Recommended Book Resources*

Ralph Stair, George Reynolds 2018, *Fundamentals of Information Systems*, 9th ed. Ed., CENGAGE [ISBN: 9781337099066]

Kenneth Laudon, Jane Laudon 2016, *Essentials of MIS*, 12th ed. Ed., Prentice Hall [ISBN: 978-129215377]

Curtis Frye D. 2016, *Microsoft Excel 2016 Step by Step*, Pap/Psc edition Ed., Microsoft Press [ISBN: 978-184078651]

David Kroenke 2014, *MIS Essentials*, 4th ed. Ed., Prentice Hall [ISBN: 978-013354659]

Paul Bocij 2014, *Business Information Systems Technology*, 5th ed. Ed., Pearson [ISBN: 978-027373645]

*This module does not have any article/paper resources*

### *Other Resources*

**Website: Microsoft** *Microsoft Virtual Academy*, Microsoft, U.S.

<https://mva.microsoft.com>

**Website: M.I.T.** *MIT App Inventor*, M.I.T., U.S.

<http://appinventor.mit.edu/explore/>

**Module Delivered in**

<b>Programme Code</b>	<b>Programme</b>	<b>Semester</b>	<b>Delivery</b>
TA_BAMCO_B	<a href="#">Bachelor of Arts (Honours) in Advertising &amp; Marketing Communications</a>	2	Mandatory
TA_BADMT_B	<a href="#">Bachelor of Arts (Honours) in Digital Marketing Technologies</a>	2	Mandatory
TA_BAMCO_D	<a href="#">Bachelor of Arts in Advertising and Marketing Communications</a>	2	Mandatory
TA_BMKDM_D	<a href="#">Bachelor of Arts in Digital Marketing</a>	2	Mandatory
TA_BAMKT_B	<a href="#">Bachelor of Business (Honours) in Marketing</a>	2	Mandatory
TA_BMKTG_B (1 year add on)	<a href="#">Bachelor of Business (Honours) in Marketing Management</a>	2	Mandatory
TA_BAMKT_D	<a href="#">Bachelor of Business in Marketing</a>	2	Mandatory
TA_BMKTG_D (1 year add on)	<a href="#">Bachelor of Business in Marketing</a>	2	Mandatory
TA_BMADM_D	<a href="#">Certificate in Applied Digital Marketing (60 credit Minor Award)</a>	2	Elective
TA_BPDMK_C	<a href="#">Certificate in Digital Marketing (30 credit Special Purpose Award)</a>	2	Elective
TA_BMKTG_C	<a href="#">Higher Certificate in Business in Marketing</a>	2	Mandatory