Module Details	
Module Title	Analytics for Finance & Accounting
Module Code	AFE7528-B
Academic Year	2023/4
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Tutorials	The learning process in this module will utilize a blended teaching approach, combining face-to-face lectures and tutorial sessions, as well as directed and self-directed study to ensure direction, support, and reinforcement. Tutorial sessions will involve small group supervision, feedback, and detailed discussion on specific topics, complementing the formal lectures and providing practical hands-on experience with real data to reinforce key concepts. Formative feedback will be provided continuously throughout the module. The final assessment will consist of a 2-hour closed-book examination exploring the module's important themes and an individual-based coursework assignment of 3000 words. The closed-book exam will assess students? knowledge (LO 1, 3 and 4). The individual coursework will require students to apply statistical data analysis to solve financial and accounting problems and to make effective decisions (LO 2 and 3). Both formative and summative feedback will be provided for the assessment.
Lectures	24
Tutorials	11
Tutorials	* Basic concepts of data analytics * Use of data analytics in finance and accounting * Data preparation and cleaning * Application of descriptive analytics in finance and accounting * Application of predictive analytics in finance and accounting * Data visualization * Ethical and legal considerations surrounding data extraction, use and management

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
The module aims to illustrate how data analytics can lead to better financial decision-making and provide a foundation for performing data analytics. It explores different concepts in finance and accounting with the application of data analytics. At the completion of this module, students should be able to understand and critically evaluate the use of analytics in finance and accounting. Students can also extract, manipulate, interpret and present finance and accounting data using analytical tools such as Excel and SAS. Students will also develop the skills to apply their knowledge and effectively communicate solutions for financial issues within a business.

Outline Syllabus
* Basic concepts of data analytics * Use of data analytics in finance and accounting * Data preparation and cleaning * Application of descriptive analytics in finance and accounting * Application of predictive analytics in finance and accounting * Data visualization * Ethical and legal considerations surrounding data extraction, use and management

Learning Outcomes

Outcome Number	Description
LO1	Explain the basic concepts of data analytics and critically appraise how they are applied in practice in different areas of finance and accounting.
LO2	Apply techniques of data analysis, including descriptive and predictive analytics.
LO3	Demonstrate knowledge and understanding of the usage of data analytic tools for effective financial decision-making.
LO4	Explore ethical and legal issues related to data extraction and management.

Learning, Teaching and Assessment Strategy
The learning process in this module will utilize a blended teaching approach, combining face-to-face lectures and tutorial sessions, as well as directed and self-directed study to ensure direction, support, and reinforcement. Tutorial sessions will involve small group supervision, feedback, and detailed discussion on specific topics, complementing the formal lectures and providing practical hands-on experience with real data to reinforce key concepts. Formative feedback will be provided continuously throughout the module. The final assessment will consist of a 2-hour closed-book examination exploring the module's important themes and an individual-based coursework assignment of 3000 words. The closed-book exam will assess students? knowledge (LO 1, 3 and 4). The individual coursework will require students to apply statistical data analysis to solve financial and accounting problems and to make effective decisions (LO 2 and 3). Both formative and summative feedback will be provided for the assessment.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Examination - Closed Book	Closed book examination	50%
Summative	Coursework - Written	Individual assignment	50%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:
This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.