

University of Pretoria Yearbook 2022

Business analytics 370 (OBS 370)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	07
Programmes	BCom (Business Management) BCom (Marketing Management) BCom (Supply Chain Management) BIS (Information Science) BIT (Information Systems) BSc (Information and Knowledge Systems)
Prerequisites	Admission to exam in OBS 359.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Evaluates how to strategically align, plan for and direct investments in, and governance of, processes for continuous renewal of analytic deployments in business. An overview of analytics in the business context will be provided that will cover: concepts of strategic and operational analytics; overview of concepts like dimensional modeling, the Model Life cycle, data mining, big data, KPIs and metrics, ERP and analytics, in-database/memory analytics; real-time analytics and data stream analysis. The applied decision making aspect will focus on mastering quantitative modeling tools and techniques for business decision-making and deterministic optimisation techniques.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not

be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.