

University of Pretoria Yearbook 2025

Business analytics 370 (OBS 370)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	07
Programmes	BCom 4-year programme
	BCom specialising in Business Management
	BCom specialising in Marketing Management
	BCom specialising in Supply Chain Management
	Bachelor of Information Science [BIS]
	Bachelor of Information Technology in Information Systems [BIT]
	BSc in Information Technology in 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.

General Academic Regulations and Student Rules

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. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

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

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.