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| **Subject Code** | MAN711 |
| **Subject Name** | Data Analysis and Communication |
| **Credit points** | 6 |
| **AQF Level** | 7 (Year 3) |
| **Delivery mode** | On campus |
| **Prerequisites** | MAN504 |

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| **Subject Overview** | Transforming data into insights and communicating the significant findings to the relevant stakeholders is crucial in making strategic decisions in a business. This subject will cover the following topics: identify and collect relevant data, cleanse and transform data, analyse and evaluate data and communicate the findings according to the goals set by an organization in the tourism, hospitality, hotel and food industries. Various techniques such as data visualisation will be used to identify trends. Students will also learn how to create dashboards and present the data with comprehensive and persuasive narratives. |

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| **Learning Outcomes** | Evaluate the quality of data sources, and make informed decisions based on data-driven insights. |
| | Apply data analytic skills to transform and analyse data, providing acute and meaningful insights from the datasets effectively. |
| | Design effective dashboards and communicate complex data findings clearly and persuasively to stakeholders. |
| | Determine the ethical considerations and legal implications related to data collection, analysis, and interpretation, |

| **Assessments** | **Indicative assessments** | **Weighting** |
|---|---|---|
| | Project (individual) | 40% |
| | Project (group) | 60% |

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| **Graduate Attributes addressed in this subject** | Ethical and social understanding |
| | Systematic and coherent body of knowledge |
| | Cognitive skills to analyse, critique, and consolidate knowledge |
| | Teamwork skills |
| | Communication skills |


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