

## INFORMATION ANALYSIS

<b>Unit Standard</b>	<b>12979/242559</b>
<b>NQF</b>	<b>Level 6</b>
<b>Credits</b>	<b>Varied</b>
<b>Duration</b>	<b>2 Days</b>
<b>Organisational Development Area</b>	<b>Front Office and Management</b>

### SYNOPSIS

In the early days of electronic information technology (IT) management much of the drive focused on technical applications and developing the appropriate infrastructure. The key questions were driven by technical rather than business considerations. This has now changed considerably. Modern information management is driven in large measure by the business requirement - what the business needs from IT! This can be understood as part of a four-point model as follows:



The purpose of the course will be to provide the target group with the understanding and skills necessary for selecting and applying the tools and techniques required for the validation, analysis, interpretation and presentation of business-related (especially marketing) data.

### COURSE OUTLINE

- Introduction;
- Data mining & review;
- Data analysis;
- Data formulation & presentation;
- Implementation.

### COURSE OUTCOMES

Upon successful completion of this course learners will have the ability to:

- To understand the nature and purpose of effective and efficient data management for the modern business;
- To learn appropriate tools & techniques for the selection and validation of business-relevant data;
- To learn and apply appropriate tools & techniques in respect of the analysis, evaluation, interpretation, and management of business-relevant data, with special emphasis on SWOT, and within stipulated time-frames and budgets;
- To learn skills and techniques for integrating data analysis into appropriate business presentations in order to maximise understanding and impact;
- To practice these skills in real organisational settings;
- To establish and agree on methods for transferring skills to the workplace.