



Title:	AIB Business Analytics Award
Award Type:	Prize
Programme Description:	
Long Description:	<p>MIS10090 Data Analysis for Decision Makers is a core module taken by all undergraduate students in the School of Business, circa 550 per annum. However, business students generally find this a challenging module and are often unconvinced of the relevance of data analysis in the business world.</p> <p>AIB use data analytics to drive the business through a deeper understanding of customer needs and preferences, using data analytics to enhance the customer experience. AIB are investing in analytics, data, skills, infrastructure and people, and are interested in promoting a better understanding of the role of business analytics among undergraduate business students.</p>
Value:	200