

ACTIVITY BRIEF FOR ASSESSMENT 1

ACADEMIC YEAR 2022 – 2023 - TERM I

Course	MADSC101 – Data Science & Analytics in Business (2CH/3ECTS)
Instructor	Dr. Vasileios Myrthianos

Participation in all assessment activities stated in this document is required. An overall course total of 70 points is required to pass the course. Due dates and times are always in Geneva time.

Assessment 2		
Details	Due date and time	Weight of course total
Task 1.1: Report Assessment type: Written assignment Description: Case study based on the topics of Week 1 and 2	22 Oct. 23 23:59	40%
Main task Task 1.2: Case Study Assessment type: Written assignment Description: Case study of a specific company for showing the importance of data science and analytics, on the company's success.	10 Nov. 23 23:59	60%

INSTRUCTIONS

Task 1.1: Report

The aim of this assignment is to elaborate a report comparing the treatment of big data breaches between an American company and a European company. Nowadays due to the development of the technology and the digitalization of many industries every time more and more data are generated. In the case of technological and financial companies, they do not just create a huge amount of data but their dependency on those data is vital.

Across the report try to use all the necessary concepts learned on data science and analytics in in order to show if there are any similar or different patters when it comes to the treatment of big data between United States and Europe.

The Report should have the following structure:

- Cover page:** The first page must contain the full name of the student, the logo of the school as well as the name of the course and the name of the professor.
- The Table of Contents**
- Body of the Report**
- Bibliography:** You should use the *Harvard Referencing System*.
- Appendix**

In the body of the report, you should answer the following research questions:

1. Start your introduction by providing information about the issue of Breaches worldwide and more specifically in US and EU and develop a comparative analysis table where you provide information about the cases of data breaches in Europe and United States like
 - Number of Cases of Data Breaches
 - Industry these companies belongs to.
 - Type of Data Breach.
 - Number of companies that actions were taken from their side.
 - Number of companies that actions were taken by the side of institutions.

Of course, you can add any other type of information you think appropriate for the comparison.

- Now choose one American company and one European company of those you have found before and describe each company's case and provide all the necessary information and data as indicated in the table below.

	Company #1	Company #2
Type of Data Breach		
Actions that were taken from the side of the company		
Actions that were taken by the side of institutions		

- Critically discuss what are the similarities between the two cases
- Critically discuss what are the differences between the two cases
- Discuss what are the conclusion you can draw from the analysis of these two cases and the research you did regarding the efficiency of the management of big data between United States and Europe and give your critical opinion about how the management of big data que be improved.

FORMAT

Your submission must meet the following formatting requirements:

- Submit one file only.
- Required file format for the main submission: PDF.
- Additional file requirements: None

Other details:

- Individual Report.
- The maximum number of words to be used is 1500.
- Bibliography, Cover Page, and Table of Contents will not count towards the final wordcount.
- You may want to include images/graphics to make your reasoning and argumentation more visual and explicative.
- Font: Arial. Size: 12pts. Line spacing: 1,5. Text align: Justified.

All referencing and citations require **Harvard referencing style**.

LEARNING OUTCOMES

- demonstrate a knowledge of Big Data and Data Science And Data Analytics (principles, theories, and methods) and their applicability.
- analyze and classify different management case studies.
- analyze case studies to draw conclusions and produce business reports.

Rubric Task 1.1: written assignments

Criteria	Accomplished (A)	Proficient (B)	Partially proficient (C)	Borderline (D)	Fail (F)	Weight on grade
Problem identification	The business issue has been correctly identified, with a competent and comprehensive explanation of key driving forces and considerations. Impact on company operations has been correctly identified. Thorough analysis of the issue is presented.	The student correctly identified the issue(s), taking into account a variety of environmental and contextual drivers. Key case information has been identified and analyzed.	The student correctly identified the case (issues), considering obvious environmental/contextual drivers. There is evidence of analysis, but it lacks depth.	The student correctly identified the issue(s) but analysis was weak. An absence of context – the work is basically descriptive with little analysis.	The student failed to correctly identify the issue(s); analysis was incorrect or too superficial to be of use; information was misinterpreted.	30%
Information gathering	The student showed skill in gathering information and analyzing it for the purposes of filling the information gaps identified. Comprehensive and relevant.	Relevant information gaps were identified and additional relevant information was found to fill them. At least two different types of sources were used. The student demonstrates coherent criteria for selecting information but needs greater depth.	The student correctly identified at least one information gap and found relevant information, but which was limited in scope. Some evidence of sound criteria for selecting information but not consistent throughout. Needs expansion.	An information gap was identified and the student found additional information to fill it. However, this was limited in scope. Weak criteria for the selection of necessary information.	Information was taken at face value with no questioning of its relevance or value. Gaps in the information were not identified or were incorrect.	20%
Conclusions	The student evaluated, analyzed, synthesized all information provided to create a perceptive set of conclusions to support the decisions and solutions.	The student evaluated, analyzed and synthesized to create a conclusion(s) which support decisions and solutions.	The student reached conclusions, but they were limited and provided minimal direction for decision-making and solutions.	The conclusion was reasonable but lacked depth and would not be a basis for suitable strategy development.	The student formed a conclusion, but it was not reasonable. It was either unjustified, incorrect or unrelated to the case in hand.	25%
Solutions	The student used problem solving techniques to make thoughtful, justified decisions about difficult and conflicting issues. A realistic solution was chosen which would provide maximum benefit to the company. Alternative solutions were explored and ruled out.	The student used problem solving techniques to make appropriate decisions about complex issues. Relevant questions were asked and answered. A realistic solution was chosen. Alternatives were identified,	The student used problem-solving techniques to make appropriate decisions about simpler issues. The solution has limited benefit but does show understanding of implications of the decision. Alternatives were mentioned but not explored.	The student used problem solving techniques to make decisions about simpler issues but disregarded more complex issues. Implications of the decision were not considered. Alternatives	The student formed a conclusion, but it was not reasonable. It was either unjustified, incorrect or unrelated to the case in hand.	25%

		explored and ruled out.		were not offered.		
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ADDITIONAL INFORMATION

None