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| **Module Code:** | LD7206 |
| **Module Title:** | Data Analytics and Project Management for Business Intelligence |
| **Distributed on:** | 02-10-2023 | Hand in Date: | **Project Presentation 07/12/2023, individual report 18/01/2024 Time: 11:59** |

Further information about general assessment criteria, ARTA regulations, referencing and plagiarism can be found on the module’s site on the e-Learning Portal. Students are advised to read and follow this information.

**Instructions on Assessment:**

Data-driven decision making has become increasingly important for modern businesses as it helps organisations to develop, implement, monitor and control their strategies and tactics. Indeed, using data-driven decision making can help you to better understand and analyse business problems and opportunities and identify potential solutions. As such developing data analytics skills can give you competitive edge as more and more employers are increasingly seeking candidates with data analysis and problem-solving skills.

**Module Learning Outcomes (MLOs)**

1. Have a critical understanding of project management principles, methods, techniques, and tools.
2. Be able to critically apply decision making, problem solving and project management skills in a given problem/opportunity scenario.
3. Be able to critically apply data analytics tools/software packages in a given problem scenario.
4. Be able to demonstrate and reflect on the interpersonal and team working skills.

**Instructions on Assessment**

The module will be assessed by two summative assessment, one group presentation and one individual essay having 30% and 70% weight respectively.

**Assignment Task 1 (30%)**

Task 1 covers MLO3. This is a group assignment, and the module tutor will assign students to the groups. The presentations will be scheduled in the week 11 and 12. In addition to the module tutors an industry professional will also attend the presentations. The presentation will be of 15 minutes for each group, followed by at 5 minutes questions and answers session. Each group member must contribute to the presentation and must present his or her part.

**Background of the task**

Northumbria University London is planning to organise convocation in London to ensure most of the graduates of London Campus should get opportunity to be part of the celebrations. The convocation is followed by a concert. The planning and execution on these projects are already stared. The organising committee wants to assess the progress of these two projects.

**Task**

Your groups are appointed as a Project Analyst by the university management to review the progress. Your group may choose **one of the projects** (either graduation ceremony or concert). You are expected to deliver a presentation that will critically appraise your chosen project.

The presentation should include these parts:

1. An introduction to the problem/opportunity statement regarding the chosen project [10%]

2. Identifying the stakeholders and deliverables of the project [20%]

3. Evidence of knowledge of key business intelligence/data analytics systems (developed dashboard MS Excel or other softwares) [30%]

4. Critical analysis and justification of developed dashboard (MS Excel) [20%]

5. Conclusion and recommendations for the successful implementation and use of a BI / DA solution in your chosen project [10%]

6. Clarity of expression. The presentation must be supported by academic references and examples and include a single reference list [10%]

**Assignment Task 2: (70%)**

Each student will submit an individual report (word limit 2,000 words). This report will consist of the following sections laid out as follows:

1. Provide the introduction of the project on which you worked a team member. Discuss its planning, execution, and evaluation phase. Critically analyse the tools and techniques used in project management. (600 words, 30%) [MLO1]

2. Identify the stakeholders of the project and evaluate the potential causes of conflicts amongst stakeholders for your chosen project. Assess the risk associated with the project during various project life cycle stages and the risk mitigation strategies (1000 words, 50%) [MLO2]

3. Reflect on your role as a member of project analyst team. Critically analyse the project team dynamics amongst the team members and role of the team leadership in creating effective project teams to achieve objectives by applying SCRUM Agile Leadership. (400 words, 20%) [MLO4]

**Assignment Guidance Notes:**

In the task one each group of students must do a 15-minute presentation followed by a five-minute question and answer session. Each group must upload the PPTs (power point file) on the Blackboard assignment submission sites. Only one group member will upload the file.

The task two is an academic essay. Each student will submit an individual report (word limit 2,000 words). The assignment has to be uploaded on the Blackboard assignment submission sites. References: Remember that all sources cited in the assignment should appear in the reference list. And you should follow APA referencing style.

Appendices (not more than 6 pages). These should be used for supporting data and can include tables and graphs.

**Where to find additional assessment support:**

Include information on folders on Blackboard, assessment Q&As, assessment sessions, etc.

**General notes:**

**Word limits and penalties for assignments**

If the assignment is within +10% of the stated word limit no penalty will apply.

The word count is to be declared on the front page of your assignment. The word count does not include:

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| 1. Title and Contents page
 | 1. Reference list
 | 1. Appendices
 | 1. Appropriate tables, figures and illustrations
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| 1. Glossary
 | 1. Bibliography
 | 1. Quotes from interviews and focus groups.
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Please note, in text citations [e.g. (Smith, 2011)] and direct secondary quotations [e.g. “*dib-dab nonsense analysis*” (Smith, 2011 p.123)] are INCLUDED in the word count.

If this word count is falsified, students are reminded that under ARNA page 30 Section 3.4 this will be regarded as academic misconduct.

If the word limit of the full assignment exceeds the +10% limit, 10% of the mark provisionally awarded to the assignment will be deducted. For example: if the assignment is worth 70 marks but is above the word limit by more than 10%, a penalty of 7 marks will be imposed, giving a final mark of 63.

**Academic Misconduct**

The Assessment Regulations for Taught Awards (ARTA) contain the ***Regulations and procedures applying to cheating, plagiarism and other forms of academic misconduct*** for example use if Auto generated AI or any other form of Artificial Intelligence.

The full policy is available at: <http://www.northumbria.ac.uk/sd/central/ar/qualitysupport/asspolicies/>

You are reminded that plagiarism, collusion and other forms of academic misconduct as referred to in the Academic Misconduct procedure of the assessment regulations are taken very seriously by Newcastle Business School.  Assignments in which evidence of plagiarism or other forms of academic misconduct is found may receive a mark of zero.

**Submission of Assessment:**

All assignments must be submitted on e-Learning Portal (Blackboard) site for the module. The assignments will be double marked.

**Mapping to Programme Goals and Objectives:**

**This assessment will contribute directly to the following Postgraduate programme goals and objectives.**

**Goal One: To develop the skills necessary for employment and career progression**

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|   | 1. | Demonstrate awareness of personal strengths and weaknesses and the ability to engage in continuing self-development. |
|  | 2. | Demonstrate the development of inter-personal and intra-personal skills. |
| x | 3. | Demonstrate competence in contemporary analytical and ICT applications. |

**Goal Two: Be culturally and ethically aware**

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| x | 1. | Demonstrate their ability to work in culturally diverse groups and teams and make appropriate and personal contribution to team effectiveness.  |
|  | 2. | Reflect on their own ethical values.  |
|  | 3. | Understand the wider impact of individual or organisational decision making on social and environmental contexts. |

**Goal Three: Have developed leadership and management capability**

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|  | 1. | Communicate complex issues effectively. |
| x | 2. | Demonstrate decision making and problem solving and project management skills. |

**Goal Four: Have developed and applied knowledge of international business and management theory**

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| x | 1. | Acquire, interpret and apply knowledge of international business, management and organisational functions. |
|  | 2.  | Demonstrate an understanding of the impact of innovative and contemporary research on the business and management community. |
|  | 3. | Acquire, interpret and apply specialist functional knowledge in relation to their programme of study (*specialist programmes only*). |

**Goal Five: Have developed a range of research skills and project capabilities**

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| x | 1. | Plan and complete a major individual piece of research on a contemporary business, financial, management or leadership topic of their choice. |
|  | 2. | Demonstrate skills of analysis and synthesis in the application of research methods to the exploration of contemporary business issues. |

Marking criteria for the assignment A

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|  | **90-100% Exceeds Standard 3** | **80-89% Exceeds Standard 2** | **70-79% Exceeds Standard 1** | **60-69% Meets Standard 1** | **50-59% Meets Standard 1** | **40-49% Standard Not Met 2** | **0-39% Standard Not Met 1** |
| **Clear understanding of project and opportunity analysis** **(10%)** | Outstanding understanding of project and challenges and opportunities related to the project  | Excellent understanding of project and challenges and opportunities related to the project | Very good understanding of project and challenges and opportunities related to the project | Good understanding of project and challenges and opportunities related to the project | Adequate understanding of project and challenges and opportunities related to the project | Little understanding of project and challenges and opportunities related to the project | Poor understanding of project and challenges and opportunities related to the project |
| **Critical understanding of project stakeholders and project deliverables****(20%)** | Outstanding and impressive theoretical understanding of the stakeholders’ analysis and excellent explanation of the project deliverables  | Excellent and theoretical understanding of the stakeholders’ analysis and excellent explanation of the project deliverables | Very good theoretical understanding of the stakeholders’ analysis and very good explanation of the project deliverables | Very good understanding of the stakeholders’ analysis and good explanation of the project deliverables | Adequate understanding of the stakeholders’ analysis and fair explanation of the project deliverables | Little understanding of the stakeholders and little explanation of the project deliverables | Poor and does not really understand the stakeholders and no explanation of the project deliverables |
| **Application of key business intelligence tools and techniques****(30%)** | An outstanding analysis and understanding of materials | Excellent analysis and understanding of materials | Very good analysis and understanding of materials | A good depth of analysis with a reasonable appraisal | Some analysis, and understanding | There are significant gaps in analysis and / or understanding  | Lacks any cohesive analysis and shows little understanding  |
| **Justification of BI tools used for each stakeholder.****(20%)** | Outstanding justification of using BI tools provided with the critical evaluation of the tools | Excellent justification of using BI tools provided with the critical evaluation of the tools | Very good justification of using BI tools provided with the evaluation of the tools | Good justification of using BI tools provided with some evaluation of the tools | Some justification of using BI tools provided  | Little justification of using BI tools provided without any analysis | Clearly lacks in providing any justification of using BI tools provided |
| **Application of the theoretical models to the project****(10%)**  | Outstanding use of analytics and conclusions that link theory and practice | Excellent use of analytics and conclusions that link theory and practice | Very good conclusions and case studies that link theory and practice | Some good case studies and conclusions and evidence of linking theory and practice | An attempt at case studies and conclusions linking theory, practice,  | Limited case studies no real linkage between theory and practice | Poor or non-existent. No attempt to link theory and practice |
| **Presentation and referencing****(10%)** | The presentation and referencing style are outstanding  | The presentation and referencing style are excellent  | Very good presentation and referencing style  | Generally good presentation and referencing style | Reasonably well presented and referencing  | The presentation and referencing detracts from the work  | Poor presentation and referencing writing style |
|  | Clear understanding of the project and stakeholders needs of the identified project areas including critical evaluation, well-structured and correctly referenced showing evidence of wide reading and use of a range of recent sources | (10%) |  |
|  | Identifying the stakeholders and deliverables of the project [20%] | (20%) |  |
|  | Evidence of knowledge of key business intelligence/data analytics systems (developed dashboard MS Excel)  | (30%) |  |
|  | Critical analysis and justification of developed dashboard (MS Excel/Power BI) | (20%) |  |
|  | Conclusion and recommendations for the successful implementation and use of a BI / DA solution in your chosen project | (10%) |  |
|  | Clarity of expression. The presentation must be supported by academic references and examples and include a single reference list | (10%) |  |
|  | **General Comment Overall Mark/Grade:** |  |

**Marking Criteria for assignment B**

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| **Performance Area****Student Demonstrates** | **90-100% Exceeds Standard 3** | **80-89% Exceeds Standard 2** | **70-79% Exceeds Standard 1** | **60-69% Meets Standard 1** | **50-59% Meets Standard 1** | **40-49%Standard Not Met 2** | **0-39% Standard Not Met 1** |
| An introduction of the project and project life cycles stages **(30%)** | An outstanding introduction, providing an exemplary rationale for the project, with outstanding evaluation of project life cycles stages | An excellent introduction, providing an excellent rationale for the selected project, with excellent evaluation of project life cycles stages | A very good introduction, providing a very clear rationale for the selected project, with some very good evaluation of project life cycles stages | A good introduction, providing a clear rationale for the selected project, with some evaluation of project life cycles stages | An adequate introduction, providing some rationale for the selected project, but the evaluation of project life cycles stages | An insufficient introduction is given. The rationale and evaluation of project life cycles stages need attention.  | Poor or no evidence of the introduction and the is not rationale provided. There is a little evidence of project life cycles stages. |
| Identifying stakeholders and conflicts between/among stakeholders**(50%)** | A clear identification of the stakeholders and outstanding evaluation of the conflicts between/among stakeholders | A clear identification of the stakeholders an excellent evaluation of the conflicts between/among stakeholders | A clear identification of the stakeholders and very good evaluation of the conflicts between/among stakeholders | A limited identification of the stakeholders and good evaluation of the conflicts between/among stakeholders | Some identification of the stakeholders and limited evaluation of the conflicts between/among stakeholders | An insufficient identification of the stakeholders and without any evaluation of the conflicts between/among stakeholders | Poor or no evidence of identification of the stakeholders and without any evaluation of the conflicts between/among stakeholders |
|  Identifying risks and risk mitigation strategies in lifecycle stages of the project | A clear assessment of risks and outstanding evaluation of risk mitigation strategies  | A clear assessment of risks and excellent evaluation of risk mitigation strategies  | A clear assessment of risks and good evaluation of risk mitigation strategies  | Good assessment of risks and fair evaluation of risk mitigation strategies  | Fair assessment of risk and description of risk mitigations without much analysis  | Some risk assessment of risk without much risk mitigation strategies  | An insufficient risk assessment of risk without much risk mitigation strategies |
| Reflections as project team member and the project team leadership using SCRUM Agile Leadership**(20%)** | There is evidence of outstanding assessment of your role as a team member and the role of team leadership is critically analysed.  | Excellent assessment of your role as a team member and the role of team leadership is critically analysed. | Very good assessment of your role as a team member and the role of team leadership is analysed. | Good assessment of your role as a team member and the role of team leadership is analysed. | Fair assessment of your role as a team member and the role of team leadership is analysed. | Some assessment of your role as a team member and the role of team leadership is not evaluated. | Poor assessment of your role as a team member and the role of team leadership is not analysed. |
|  | Clear introduction of the project, understanding of the project life cycles stages and tools and technique used in project management | (30%) |
|  | Identifying the stakeholders and assessing the potential conflicts among/between stakeholders and risk mitigation strategies | (50%) |
|  | Reflecting on the role of as a project team member and critical evaluation of team leadership using SCRUM Agile Leadership | (20%) |
|  | General comments | **Overall Mark/Grade:** |