Relation of research to graph

The different project allows the university to meet its objectives by planning events and managing these events. These projects have cost and they are directly related to the project thus a budget is set by each department as to how much would be spend. Each staff member will also have a cost and this can be requested by filling in a timesheet.

The values are met by taking into consideration the long-term effects these projects will have on staff members, attendees and the different attractions held at these events that could generate positive publicity in line with the values of the university.

The mission is to attract the highest amount of high calibre students and by having different projects like open days, digital and social media events, career events and more traditional events at university like research projects the marketing fulfil its mission.

The ERD diagram that we have displayed below shows all the different entities and their attributes. This will allow us to show relationships across all the entities and compose a data mart that will display relevant information so that Middlesex University at the strategic level can make informed choices in how the budget should be used. The ERD diagram will also show the university a cornucopia of other information like what suppliers are used at certain events and what the turnout of the event was. The ERD diagram is vital to the success and longevity of the database and the data mart as if any relationships are missing or any entities have been missed this could result in the error in running queries and retrieving accurate results.

At every event each member of staff plays a crucial role like events management, relations officer from marketing would be there to insure that everything goes according to plan. The member of staff is picked for each event by a few criteria; these criteria are ~~t~~heir expertise as to the role that they are required to fill.

After events and during the course of the year all staff members that are part of the Middlesex University marketing department or are part of an event that the marketing department has held need to be paid for their work.

To keep a track of all the task and how they were accomplished in the past will help us to understand perhaps how to overcome current difficulties but also will be beneficial to justify our expenditure. How we have managed the task indirectly relates to our budget and therefore we could justify requesting more budget for projects as we have x y and z amount of task that was not completed with other projects and therefore we perhaps under performed as a marketing department

Different venues can be held in different countries thus the university fulfils its mission of attracting international attention as well as focusing on the international students who represent a large amount of the university target audience.

Each project would occur at a venue and to organise the events would have different sessions booked in by book therefore being able to ascertain the correct amount of space allocated. This takes care of the logistical matters like seating plan, amounts expected to be catered for and falls under general event management.

1. Staff – Role – Address

One member of staff is only assigned one role at a time. However, there might be many people doing the same role. The staff must provide their home address, which is then validated under address entity.

1. Staff – School – Department

Each staff member must register with a school, they can only be registered to one school and one school can have many departments though many departments can only be assigned to one school.

1. Department – Cost Centre

Every department has a cost centre; this cost centre will be responsible to set budget codes to be assigned to specific projects and deal with the staff time sheets.

1. Cost Centre – Time Sheet Cost Center – Time Sheet

1. Budget Code – Project – t

Projects will have budget codes assigned to them (from the Budget Codes entity) by the Cost Center department. They will then use this code to fill out the Expense Sheet’s form describing how the money have been used so far.

1. Project – Supplier – Company Address

Each project may have 0 or many suppliers’ representatives but each contact only works for one company, and are working on one project at a time.

1. Project – Event – Session

An event can have 0 (if the event is online) or many sessions. Events are optional for each Project but one event can only be related to one Project at time.

1. Session – Booking – Venue Address

The marketing department has a list of venues names and locations. These venues are booked by event sessions, each session is part of an event.

1. Session – Attendees

At each event attendees must register to be at the event and in turn each session can record who and how many attendees were at that specific session.

1. Project – Task – Task History – Staff

A project can have 0 (in case the tasks hasn't be assigned yet) or many tasks but a specific task can only be related to one project. An extra table called Task History is responsible to keep track of all the tasks from any project even if it has been archived. Along with the keeping track of the staff that was part of the task.