NCUK

NCUK INTERNATIONAL YEAR ONE BUSINESS

IDBQM001 Quantitative Methods for Business

2020-2021

Coursework Assignment

This assignment is worth 25% of the total marks.

Task:

You are required to investigate some data, concentrating on the manipulation and presentation together with an appropriate analysis.

This data is a devised list of property transactions for the borough of Kingston-upon-Thames, in the years 2005-2010, keeping in mind the economic climate in the UK in those years. It may be helpful to consult appropriate resources in order to inform yourself on this, if necessary.

You should select your data from the Excel file provided to you by your tutor. You may find it useful to generate more columns from the data given, in order to interpret it.

You should submit a single Word document consisting of the following:

1. A short research paper of no more than 1000 words (plus appendices and references). You should use the template provided by your tutor.

2. An appendix containing any charts, graphs, tables and statistical measures.

Notes and tips for using Excel:

1. You should spend some time to formulate your research question (which will be the title of your short paper). You may find it easier to write the abstract last of all.

2. If you have never used Excel spend time getting to grips with the software. Knowing how to use Excel functions such as IF, IFS, COUNTIF, COUNTIFS, etc. could save you time later on.

3. In your short research paper, you will need to limit your analysis to the essentials, and write in clear and concise English.

4. You are not trying to find “right” or “wrong” answers, but you should summarise your analysis with your conclusions and recommendations. Be careful to avoid causal language (“X is caused by Y”) when it is not defensible.

5. Making reasonable conclusions from your data, particularly in relation to the current affairs of the time, is encouraged. However avoid inferring too much. Pay attention to how your figures are distributed, as well as their numerical value.

6. In the appendix, you should take care to ensure your output is formatted and presented to a professional standard, instead of accepting the default output from Excel or any other packages. Creative and imaginative graphs and charts can be helpful, as well as engaging. Remember to number and title your graphs and tables, label axes and select the most appropriate output and charts.

7. There are no “right answers” for this assessment. Your results will depend on what data you choose to look at, what question you decide to investigate, and what analysis you do. For this reason, you should explain what you did as well as what you found. You may get different answers and conclusions from your classmate, but this does not mean that one is “right” and one is “wrong”. The most important is to be able to evidence any claims you make with your analysis.

Marking criteria:

	<40	40-50	50-59	60-69	70+
Research paper (~50%)	Major sections of the research paper are missing. No reference to context. Does not refer to appendix. No effort to analyse results or make suggestions for further study. Appendix disorganized and not commented.	Most sections of the research paper are present. Little reference to context. Describes parts of the appendix material, rather than the information displayed. Appendix referred to only sporadically.	All sections of the research paper are present. Generally well written with reference to context. Analysis generally correct. Appendix referred to in text and reasonable lay-out.	All sections of the research paper are present. Well written with reference to context. Results mostly reasonable and sensible. Some effort to look at implications. Written at a level accessible to a non-statistician. Appendix referred to in text with a good lay-out.	Clearly structured, signposted and well written with continual reference to context Results are sensible and clearly interpreted and explained. Analysis goes beyond context to look at implications of information and/or forecasting (recommendations, further study, etc.) Written at a level accessible to a non-statistician. Appendix referred to in text, clearly laid out and commented.
Data presentation (~50%)	Graphs etc. presented with no attempt to improve on default settings. Graphs inappropriate for goals. Numerical measures inappropriate and not interpreted.	Some attempt to format output, but poorly labelled, some output inappropriate for goals, and do not add much insight into the issues discussed. Numerical measures inappropriate, or wrongly calculated, or interpretation does not add much to understanding of data.	Most graphs clearly labelled and appropriate for type of data and goals Graphs generally aid in understanding of arguments made in the memo. Numerical measures and their interpretations generally correct and add some insight into data. Evidence of some use of basic Excel Functions such as AVERAGE, STDEV.	All graphs clearly labelled, formatted and appropriate for type of data and goals. Graphs aid in understanding of arguments made in memo. Numerical measures and their interpretations mostly correct and add insight into data. Evidence of some more sophisticated use of Excel Functions using conditions.	All graphs clearly labelled and appropriate for the type of data and goals. Creativity in creating graphs to make the required points. Graphs fully support write-up. Numerical measures interpreted well and contributed to understanding Evidence of appropriate and sophisticated use of Excel Functions to analyse and present data.