# **Higher Nationals**

# **Assignment Brief – BTEC (RQF)**

**Higher National Diploma in Computing**

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| **Student Name /ID Number** | Aaron Mascarenahas |
| **Unit Number and Title** | **Unit 14 – Business Intelligence** |
| **Academic Year** | **2018- 2019** |
| **Unit Assessor** |  |
| **Assignment Title** | **Investigation and Design of an Case Study approach Scenario for Business Intelligence** |
| **Issue Date** |  |
| **IV Name** | **Gurjeet Singh Kohli** |
| **Draft submission date** |  |
| **Final submission date** |  |
| **Re-submission date (if required)** |  |

**Plagiarism**

Plagiarism is a particular form of cheating. Plagiarism must be avoided at all costs and students who break the rules, however innocently, may be penalised. It is your responsibility to ensure that you understand correct referencing practices. As a university level student, you are expected to use appropriate references throughout and keep carefully detailed notes of all your sources of materials for material you have used in your work, including any material downloaded from the Internet. Please consult the relevant unit lecturer or your course tutor if you need any further advice.

**Student Declaration**

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| **Student declaration**  I certify that the assignment submission is entirely my own work and I fully understand the consequences of plagiarism. I understand that making a false declaration is a form of malpractice.  Student signature: Aaron Date: 06/12/19 |

**Learning Outcomes and Assessment Criteria**

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|  | Grading Criteria | Met | Grading Criteria | Met | Grading Criteria | Met |  |
| **LO1** | P1 |  | M1 |  | D1 |  |  |
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| **LO2** | P2 |  | M2 |  | D2 |  |  |

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| **Assessor Feedback:**  \*Please note that constructive and useful feedback should allow students to understand:   1. Strengths of performance 2. Limitations of performance 3. Any improvements needed in future assessments   Feedback should be against the learning outcomes and assessment criteria to help students understand how these inform the process of judging the overall grade.  Feedback should give full guidance to the students on how they have met the learning outcomes and assessment criteria. | | | | |
| **Grade:** | **Assessor Signature:** | | | **Date:** |
| **Resubmission Feedback:** | | | | |
| **Grade:** | | **Assessor Signature:** | **Date:** | | |

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| Submission Format: |
| 1. The submission is in the form of an individual written report. This should be written in a concise, formal business style using single spacing and font size 12. 2. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. 3. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 2,500–3,500 words, although you will not be penalised for exceeding the total word limit. |
| Unit Learning Outcomes: |
| LO1 Discuss business processes and the mechanisms used to support business decision-making  LO2 Compare the tools and technologies associated with business intelligence functionality |
| Assignment Brief and Guidance: |
| **Case Study – THE WORLD FOOD PROGRAM**  You are taking part in an internship, working as a **Junior Business Intelligent Consultant** for **The World Food Program** national charity. The World Food Program is a very well-established charity, helping countries with food storages and humanitarian support across nations.  Climate change, suitable working conditions and effective food supply are only a handful of concerns the World Food Program is currently dealing with. With the political crisis in the Middle East and many countries currently having declared Martial Law, providing adequate food supply and humanitarian aid has become a growing challenge. **The 2018 Global Report on Food Crises** provides the latest estimates of **severe hunger in the world**. An estimated **124 million people in 51 countries are currently facing Crisis food insecurity or worse** (the equivalent of IPC/CH Phase 3 or above). **Conflict and insecurity continued to be the primary drivers of food insecurity in 18 countries, where almost 74 million food-insecure people remain in need of urgent assistance. Last year’s report identified 108 million people in Crisis food security or worse across 48 countries.**  A comparison of the 45 countries included in both editions of the report reveals an increase of 11 million people – an 11 percent rise – in the number of food-insecure people across the world who require urgent humanitarian action. The report is not an UN-owned publication but rather a public good, for use by those committed to achieving the objective of minimizing human suffering and eventually ending hunger. **Prepared collectively by 12 leading global and regional institutions under the umbrella of the Food Security Information Network, the report provides thematic, country-specific, and trends analysis of food crises around the world.**  With more and more countries struggling with the demand of food supplies and humanitarian aid in short supply, **The World Food Programme decided to fund a research project to analyse the Financial income for people of a “working age” and analyse these figures to somewhat predict the future demand for food supplies.** The WFP has acquired the numeric figures in Dollars as this currency is considered the World standards currency and is looking to forecast trends on how the income per head is changing over decades.  **The WFP is interested to see the world-wide demand for cheap humanitarian aid for these poorer nations**. Understanding why more and more countries are slipping into the lower end of the poverty line is important for the WFP, in order to determine and analyse future demand for humanitarian aid in specific parts of the world. The two world charts illustrated on the next page show the average income per head in **1981** and **2015**. When examining the charts, it can be clearly seen that more and more countries are slipping into the poverty line and hence more precautions need to be taken to accommodate food supplies on a larger scale. **The WFP is debating whether the future supply of food, which is already in short supply, should be GMO.**  **“GMO” refers to any living thing that has had its DNA altered using Genetic Engineering.** This could be a plant, animal (including humans) or bacterium and is usually conducted to introduce a desirable trait into the organism, such as **a larger size fruit or drought resistant capabilities.**  1981 – Chart showing income per “working person”    2015 – Chart showing income per “working person”  The WFP BI department has asked you to look into the Dataset for Poverty headcount ratio at $1.90 a day (2011 PPP) (% of population). Looking into the Dataset your aim would be gradually to predict/ analyse with BI tools the predicted headcount ration in 2050.  **Task 1**  As a Business Intelligence Consultant, it is very important to approach any project with a lot of thought and consideration. Your team leader has asked you to develop a formal report to shed some light on design elements of Business Processes. As in any charitable institution, it is important to plan/design and perform processes which help the organisation provide food supplies for humanitarian projects across the world.   * 1. Design a Business Process which shows the WFP acting on a humanitarian national emergency. (E.g. Syria, Afghanistan, Tsunami, etc.)   2. More and more companies receive data from a number of different sources and struggle to make a uniform data structure to use in BI models. The Team leader is very concerned about this as a analysing something which might not be fit for purpose would waste valuable time and charitable funds. He is asking you to write a formal report to address the misconceptions of unstructured, semi-structured and structured datasets. The report must include examples and consequences for the use of these 3 different data structures. Refer to the WFP and include how data, when mismanaged, could create problems and impact the subsequent supply chain management.   3. Evaluate, in a formal document, the benefits and drawbacks of using Microsoft Power BI over SAP BI and how these different BI tools could aid but at the same time also obscure datasets in specific Business processing mechanisms.   **Task 2**  The vast majority of companies want to develop BI models because the perception is that having Business Intelligence is going to simplify Business processes and wastage for funds and downtime on certain BI solutions could be reduced.   * 1. When developing a Business decision making model it’s very important that all the strategic layers of the company have been incorporated in the decision making process. Research about what support may be available for departments such as yours. Some institutions may have a flat hierarchical structure, which might affect the decision-making process.   2. In a Presentation to the board trusties, examine the key features of Business Intelligence tools explaining your findings in the speaker notes with examples of why these features would be useful in certain aspects of humanitarian logistical aid.   3. Evaluate in a report format, 3 different information systems decision models including (Simon’s Model of Decision Making). The report should include comparisons of different technologies, which can support organisations at different levels (operational, tactical & strategic levels) |

