

COMM1822

Term 2 2022

Introduction to Databases for Business Analytics

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Week 5

Team Assignment Advice
Part B

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Copyright

- There are some file-sharing websites that specialise in buying and selling academic work to and from university students.

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- If you upload your original work and presents it as their own either on a file-sharing website or in a presentation, you can be found guilty of collusion — even years after graduation

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- These file-sharing websites may also accept purchase of course materials, **such as copies of lecture slides and tutorial handouts**. By law, the copyright on course materials, developed by UNSW staff in the course of their employment, belongs to UNSW. It constitutes copyright infringement, if not academic misconduct, to trade these materials.

Acknowledgement of Country

UNSW Business School acknowledges the Bidjigal (Kensington campus) and Gadigal (City campus) the traditional custodians of the lands where each campus is located.

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We acknowledge all Aboriginal and Torres Strait Islander Elders, past and present and their communities who have shared and practiced their teachings over thousands of years including business practices.

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We recognise Aboriginal and Torres Strait Islander people's ongoing leadership and contributions, including to business, education and industry.

UNSW Business School. (2022, May 7). *Acknowledgement of Country* [online video]. Retrieved from <https://vimeo.com/369229957/d995d8087f>

Timeline Team Assignment 2022-T2

What?	When?
Project group formation (students need to find their own groups)	Week 2 Tutorial
Assignment Part A Due: Sub assignment written report	via Moodle before Monday, 27 th (Week 5)
Assignment Part B Due: Submission of assignment written report	PDF and submission via Moodle before Friday, 29 th July (Week 9)
Oral (Video) presentations	Video file submitted via Moodle before Monday, 1 st August 2022, 3:00 pm (Week 10)

Team Assignment Part B – Tasks and Content

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Refer to your assignments on Moodle.

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Part B – Formal Requirements

- Use **PDF** file format for report
- Do not exceed **words limit**
- Submit a signed and correctly filled in **UNSW Coversheet**
- Type your names **on and only on the** (names in the actual report, including footers and headers)
- **File naming convention:** e.g., **H09A02_6532_Report_B.pdf** (group name; 6532 is the group ID)
- The Team Leader of each group **ONLY** should **SUBMIT** via
- **Penalties apply for**
 - ☐ **Submitting more than one assignment**
 - ☐ **Submitting files where name does not follow the correct naming convention**
 - ☐ **Not following the formal requirements**

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Part B – Formal Requirements (Cont.)

Avoid losing marks for format/technicalities! (Marks will be deducted if you do not follow these guidelines)

- ☐ Keep the **word limit**. (You may be able to stay well below this limit.)
- ☐ Keep the **submission deadline**
- ☐ **Special consideration: Extensions** <https://eduassistpro.github.io/>
- ☐ **Present** your report **professionally** (language, style) of the report is part of the marking.
- ☐ Proof-read your assignment thoroughly.
- ☐ Use **Harvard (or APA 7th) referencing style**. (suggestion: use Endnote)
- ☐ Use the correct file naming convention (as mentioned on the previous slide).
- ☐ Keep **diaries** of your experience during the assignment.

ZIP File

- ☐ A snapshot of the **relational schema**.
- ☐ A **script file** to create tables including constraints (in text).
- ☐ A **script file** to **insert rows/records** into tables (in text)
 - ☐ Note: You must arrange a lo to the tables to avoid violating the table constraints.
- ☐ **SQL queries (in text)** and **their results** (

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Suggested Structure Assignment (Part B)

- ☐ UNSW Cover page
- ☐ Table of contents
- ☐ Introduction
- ☐ ER model
- ☐ Relational model
- ☐ Documentation of 3NF normalisation
- ☐ Documentation of SQL queries results
- ☐ Discussion
- ☐ Conclusion
- ☐ Appendices (if any)
- ☐ References/Bibliography

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Introduction

❑ **Background information**/overview (e.g., needs or problems in scenario)

❑ **Purpose** of work (e.g., purpose of work summarised in report)

❑ **Structure** of report <https://eduassistpro.github.io/>

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Introduction Example

In this report, we propose a database design model for Apps for Us. Apps for Us is a famous mobile applications store in Australia. The company is planning to introduce a gaming incentive scheme, “Champion Challenge”, and requires a new database to do so. The system needs to store specific information about various applications in relation to their users. The system will be used by general staff as well as management. App the technical aspects of databases. Ease of use is therefore a major d

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The structure of this report is as follows. First, we describe the proposed design of the database system for Apps for Us. Next,... After this,... Ethical issues are examined in... Our report concludes with...

One Paragraph = One Idea!

- **One paragraph = one idea!** There should not be several ideas in one paragraphs, or the same ideas explained in several paragraphs.

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- General structure of a paragraph:

summarise the idea of the

present the details and justify

close with a link to the next

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(see cases)

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- Example paragraph:

We decided to use Python as the programming language for this assignment. This decision is based on several considerations. First, Python is the dominant language in business analytics (Author 2020). Second, two members of our team had experience with Python. Third, the language is free and does not require specific software. Python also has a range of library available to support SQL [links to next paragraph].

Figures and Tables

- ❑ Screenshots, graphs, diagrams etc. are called **figures**.
- ❑ Figures and tables should be numbered and labelled (**caption**) separately in sequential order. Examples:
 - ❑ “Table 1: User frequency”: fir
 - ❑ “Figure 4: Screenshot of cust <https://eduassistpro.github.io/> text
- ❑ Figures and tables need to be **mentioned and** **n the continuous text**. Examples:
 - ❑ “Table 1 below shows...”
 - ❑ “On the right-hand side of figure 4...”
- ❑ Figures and tables should be **located immediately below the paragraph in which they are first mentioned**; detailed explanation of contents should be after figure or table.

Referencing

- ❑ **Reference (cite) all sources** of ideas and of information. **Avoid any form of plagiarism!** Your assignments will be screened with appropriate tools for plagiarism.
- ❑ Use either **UNSW (Harvard)** or **APA 7th** referencing style (be consistent).
- ❑ **Inline citation (references in text)**
 - ❑ *Daniel's course is widely considered...*
 - ❑ *Smith (2014) discusses...*
 - ❑ *A database is "a digital artefact to store data" (Schlagw...)*
- ❑ **Bibliography (reference section at the end):**
 - ❑ Cheung KF; Bell MGH, 2021, 'Attacker–defender model against quantal response adversaries for cyber security in logistics management: An introductory study', *European Journal of Operational Research*, vol. 291, no. 2, pp. 471 - 481, <http://dx.doi.org/10.1016/j.ejor.2019.10.019>

Coversheet

☐ Assignment needs to include a **UNSW coversheets**.

☐ **Penalty** if assignment is submitted without.

☐ Download **template** from course website **Assignment Project Exam Help**

☐ Need to be **signed**.

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☐ **Names** (of group or students) should be mentioned in the coversheet – names should not be mentioned in the report itself (in title and headers).

Presentation

- ❑ Final Video Presentations: Monday, 1st August 2022, 3:00 pm (Week 10)
- ❑ **Max. 4 minutes** for your final video presentation
- ❑ Audience: the business manager (not familiar with databases)
- ❑ Purpose: to convince PSA design
- ❑ The slides AND the presenter's face should be in the video. Slides are optional.
- ❑ For more info, refer to the assignment brief

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Group Presentation Advice

- ❑ Decide **who will say what** (all group members must participate)
- ❑ **Prepare and practice** together.

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Adjust the presentation to the **needs of the audience**:

- ❑ **Speak to the audience**
- ❑ Describe the system in terms of the **client's**
- ❑ Explain the system clearly by assuming your client is a **non-expert**
- ❑ Structure the demonstration/presentation so that it **flows logically**
- ❑ Make sure you focus only on the most **important aspects** of your system (in terms of functions, features, advantages, issues)
- ❑ **Persuade the audience** of the value of your system (highlight advantages and effective features etc.; be enthusiastic)
- ❑ Use language appropriate for oral live presentation – try to **speak freely**, do not read

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A Good (Oral) Presenter...

...expresses aim, all ideas and information clearly, precisely and concisely in the appropriate language for the intended audience, context and purpose.

- ☐ Adapts language effectively for spoken context, audience and purpose.
- ☐ Uses own words and explains terminology/concepts as appropriate.
- ☐ Uses accurate vocabulary and grammar (or has only minor errors which do not interfere with audience's understanding).
- ☐ Uses language effectively to reinforce
- ☐ Answers audience questions and explains

...presents all ideas /arguments/information logically, coherently to achieve aim.

- ☐ Presentation has a clear focus, with no irrelevant or repetitive material; ideas are presented in a logical sequence so that audience can follow.
- ☐ Presentation is structured clearly to reinforce key ideas and distinguish from supporting details, e.g., introduction clearly defines aim; parts are well developed and clearly linked (including smooth transitions between speakers, if relevant); concluding remarks reinforce the key message(s).

A Good (Oral) Presenter...

...engages audience effectively through a professional delivery.

Addresses audience by:

- ☐ Maintaining eye contact. (For video presentation, you should look at the camera.)
- ☐ Making speech clear and audible.
- ☐ Using voice (volume, pace, variety) to engage and promote their understanding on the content.
- ☐ Ensuring your manner/body language is confident, friendly and engaging for your audiences.
- ☐ Keeping your style/appearance professional.
- ☐ Making sure that the speaker is well prepared and organised.
- ☐ Ensuring effective time management.

...uses tools effectively (e.g., visual aids) by ensuring that they are:

- ☐ well-prepared, clear, accurate, and visually effective.
- ☐ pertinent to the key message(s) and the aim of the speech.

Final Marks

- ❑ Note that the peer review ratings are taken as **suggested marks** (suggested by peers).
- ❑ **The final marks** are determined by the teaching team and the LiC, and may or may not align with peer review ratings.
- ❑ The final authority in regard to the LiC.

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Within-Group Peer Review

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SYDNEY

Without Within-Group Peer Review

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Free Riding Problem

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Source: www.psychologytoday.com

Group Assignments

<https://www.youtube.com/watch?v=U0zOqSRzR-s>

Within-Group Peer Review

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Within-Group Peer Review

❑ Equal contribution is expected.

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❑ Conflicting/inconsistent contribution review will lead to the group being redistributed. You need to provide evidence + a conflict usually discussed with the group and brought to the attention of the group. If you are making claims of unequal contribution.

❑ Unequal contribution might lead to redistribution of the marks of the group assignment.

Process for Group Problems

You feel your group members are not equally/timely contributing... What to do:

1. Clearly and early address such problems within the group (in a meeting, and keep a written record).
2. If that does not help, get your group members or tutors to get advice how to structure work/handle unequal contributions. <https://eduassistpro.github.io/>
3. If that does not help, advice the LIC: this will lead to a meeting called into office (or via MS Teams) for discussion and advice. Add WeChat edu_assist_pro
4. If this does not remedy the situation, the **peer review** will re-distribute marks (keep evidence of unequal contributions as well as evidence of having tried to solve the issue, in case that your group members disagree). **Marking group members up/down with peer review is the last option**, getting group members to perform would be preferred.

Peer review will affect your group member's and your own total assignment marks.

Implementation of Within-Group Peer Review

- ❑ **Rate your group members** and your own contribution to the group assignment on **a scale out of 5**:
 - 5 = Significantly above expectations (very strong contribution in terms of quality and quantity, leadership of the project)
 - 4 = Slightly above expectation (strong contribution in terms of quantity and quality)
 - 3 = Meeting expectations (did)
 - 2 = Slightly below expectations (been more and/or of better quality)
 - 1 = Significantly below expectations (did very little or quality)
 - 0 = Did not participate at all / free riding
- ❑ It is expected that **no major surprises/disagreements should emerge** (unequal or conflicting interpretation of contribution must have been discussed before within group and LiC). If otherwise, such a **conflict must be discussed using the provided peer review form**. A later appeal is very likely to be considered by the LiC.
- ❑ **Ultimate power** to accept or revise peer review marks is with the LiC (after consideration of different viewpoints).

Questions

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Source: petcare.com.au