

**Faculty of Business and Law**

**Assignment Brief 2023/24**

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| **Unit Title:** Advanced Data Analytics | | | **Unit Title:** Advanced Data Analytics | | |
| **Unit Code:** | **Unit Code:** | **Unit Code:** | | | **Level:** |
| **Assignment Title:** Advanced Data Analytics | | | | | |
| **Unit Leader:** Dr Muhammad A B Fayyaz | | | | | |
| **Contact Details:** [m.fayyaz@mmu.ac.uk](mailto:m.fayyaz@mmu.ac.uk) x2714 | | | | | |
| **Submission Date:** 9/05/2023 | | | | **Submission Date:** 9/05/2023 | |
| **Submission Instructions:** Via link on Moodle | | | | | |
| **Feedback Return Information:** See date on Moodle | | | | | |
| **Assignment Task and word count:**  For this assignment, you need to do a Presentation for 15 minutes. | | | | | |
| **Unit Learning Outcomes Assessed:**  *LO1:* Draw upon a variety of information to support an organisations decision-making process.  *LO2:* Perform relevant analytical and data visualisation techniques.  *LO3:* Communicate effectively, both orally and in writing, in a form appropriate to the audience.  *LO4:* Identify sources and types of information that could aid an organisation. | | | | | |
| **Early Career/ World Class Professional Skills (PLOs):**  Through this assignment, you will develop and improve key essential skills of Data Analytics, which will further improve your employability prospects. In particular, the critical thinking, communication and awareness of current Industry 4.0 will significantly boost your chances of employment.   * PLO4: Demonstrate professional and commercial/corporate awareness | | | | | |
| **Assignment Details and Instructions:**  Please use the data provided by the *Guest Lecturer* in the second week. The data should be used to perform analytical techniques taught throughout the course.  Students will prepare a maximum of 15-minute presentation for the organisation on the following areas:   1. Use a descriptive statistics approach to first describe the data with sufficient details. This is an open-ended question and depends on how you would like to approach it. 2. Use the data provided in the second week to illustrate how separate advanced business analytics techniques can be employed by the business analytics department to inform organisational decision-making. These techniques are taught throughout the course.   You have been given a maximum of 15 minutes to present your findings. Anything after 15 minutes will **NOT** be considered for marking. The presentation should be a video file, it should be submitted through Moodle. You are not required to submit your Excel or PowerPoint directly. Please note: The maximum file size for uploads to Moodle is 100mb.  **Further information to be noted:**   1. There is no optimal number of results or statistics in the report, be aware of excessive information or overloaded visualisations, which are hard to interpret. 2. Practice delivery and timings before the final recording. 3. Please note that Excel is normally installed on MMU laptops, else you can use your MMU Student ID to download Microsoft Office. 4. The visual hand-in just needs to consist of a screen capture recording. You can use any software for recording your screen and you are not obligated to use one specific, however, here are few recommendations.    1. Do not get too technical. Think about your ‘audience’; what will they want to know? What will lose their attention? Your Audience is non-technical senior members of the company. 5. Try to be as professional as possible although your status as an undergraduate student will be taken into account. 6. No research outside the analysis of the data provided is expected. No reference needs to be made to academic literature and no ‘extra’ research about yout company and its operating environment is required.   **Additional information**  The assessment will be introduced during the second week of the course. Students will be taught all the necessary skills required to undertake the assignment during the Lab sessions. Students are advised to attend the Lab Sessions and utilise the drop-in sessions for any additional help.  What you MUST do:   * Use grammatically correct English. * Attend supporting tutorials. * Use a logical structure for your presentation. * You must use your own words, analyses and visualisations. * You must read the assignment brief! * Inform the unit leader if you have a personal learning plan and require an extension in due time.   What you must NOT do.   * Do NOT use secondary data or information. * Do NOT use generic texts books, these will not contain the information you need * Do NOT leave it to the last minute * Do NOT go over the allowed 10-minute limit, as no work will be marked over this limit * Do NOT submit late | | | | | |
| **Academic Integrity, Academic Misconduct and Plagiarism**  The originality of your work is key to your learning and all submissions are submitted through Turnitin, you must check your similarity score. Please refer to the University’s guidelines <https://www2.mmu.ac.uk/student-case-management/guidance-for-students/academic-misconduct/>  **Assessment Mitigations:**  Please refer to this link which will take you to MMU Student Life Assessment & Results guidance. Here you will find information for MMU’s assessment mitigations process. Further guidance can be found in this video link for step-by-step instructions on how to apply for your extension via Moodle.    Please Note: If you think you are unable to submit on time due to a health or some other unforeseen issue you must request this via your unit Moodle page, referring to the guidance in the links provided above | | | | | |
| **Feedback and Support:**  One-to-one formative feedback will be given during teaching sessions. Throughout the block, several opportunities will be made available for formative feedback during sessions. | | | | | |

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| **Resources:**   * Tutorial support and Moodle resources * It is also recommended that you keep abreast of business and technological developments via major news sites, industry magazines and websites. |
| **Marking Criteria:**  Your submission will be marked using the **stepped marking scheme**. Your grade will show which marking band your work is in, and whether you are at the top, middle, or bottom of the band. Stepped marking is used to simplify the marking process for staff and make it clearer to students in which band their work sits.   |  |  | | --- | --- | | **Mark** | **UG Classification** | | 95 - 100% | Outstanding | | 90% | Very High First | | 85% | High First | | 78% | Mid First | | 75% | Low First | | 72% | Marginal First | | 68% | High 2.1 | | 65% | Mid 2.1 | | 62% | Low 2.1 | | 58% | High 2.2 | | 55% | Mid 2.2 | | 52% | Low 2.2 | | 48% | High third | | 45% | Mid third | | 42% | Low third | | 38% | Marginal Fail | | 35% |  | | 32% |  | | 28% | Clear Fail | | 25% |  | | 22% |  | | 18% | Very poor Fail | | 15% |  | | 12% |  | | 8% |  | | 5% |  | | 2% |  | | 0% | Non submission | |

**Assessment Marking Criteria\* (Include Programme learning Outcomes Assessment Criteria as necessary) Individual Report**

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| **Area** | **0-19%** | **20-29%** | **30-39%** | **40-49%** | **50-59%** | **60-69%** | **70-78%** | **79-89%** | **90-100%** |
| **Criteria 1:** Statistical Analysis | no appropriate analysis undertaken | Very little appropriate analysis undertaken | Little appropriate analysis undertaken | Some appropriate analysis undertaken | Appropriate analysis undertaken for each task | Effective analysis undertaken for each task | Comprehensive analysis undertaken for each task | Extensive analysis undertaken for each task | Professional level analysis undertaken for each task |
| **Criteria 2:** Interpretation of analytical outputs PLO 4.1.2 | no useful interpretation of analytical outputs | Very little useful interpretation of analytical outputs | Little useful interpretation of analytical outputs | Some useful interpretation of the analytical outputs. | Appropriate interpretation of each analytical task | Effective interpretation of each analytical task | Comprehensive interpretation of each analytical task | Extensive interpretation of each analytical task | Professional level interpretation of each analytical task |
| **Criteria 3:** Communication of the full task PLO 4.1.1 | No communication to a wider company audience | Incorrect communication to a wider company audience | Inappropriate communication to a wider company audience | Adequate communication to a wider company audience | Appropriate communication to a wider company audience | Effective communication to a wider company audience | Comprehensive communication to a wider company audience | Extensive communication to a wider company audience | Professional level communication to a wider company audience |
| Professional presentation and supporting material  PLO 4.1.1 | No presentation is given or not visually engaging and no valid argument presented. | Incorrect presentation is given or not visually engaging and incorrect argument presented. | Little presentation is given, some slides are visually engaging and few valid argument presented. | Some useful slides are given which are visually engaging with some valid argument presented. | Appropiate presentation is given or somewhat visually engaging with some appropiate valid argument presented. | Effective and engaging presentation is given with effective and valid argument presented. | Comprehnsive presentation with visually engaging slides along with valid arguments. | Excellent presentation, visually engaging and excellent arguments. | Levels of professionalism are indicated in the presentation slides, which are expected from early-career business managers. |