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**CCT College Dublin Continuous Assessment**

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| **Programme Title:** | Higher Diploma Data Analytics for Business | | |
| **Delivery Mode:** | In person | | |
| **Cohort Details:** | Higher Diploma Data Analytics Feb2025 FT Semester 1 | | |
| **Module Title(s)**: | Strategic Thinking | | |
| **Assignment Type:** | Individual | **Weighting(s):** | 20 % |
| **Assignment Title:** | CA 1 – Capstone Project Proposal | | |
| **Lecturer(s)**: | Taufique Ahmed | | |
| **Issue Date:** | 04/03/2025 | | |
| **Submission Deadline Date:** | Sunday, 30th March 2025 23:59 | | |
| **Late Submission Penalty:** | Late submissions will be accepted up to **5** calendar days after the deadline. All late submissions are subject to a penalty of **10%** of the mark awarded.  Submissions received more than 5 calendar days after the deadline above **will not** be accepted and a mark of 0% will be awarded. | | |
| **Method of Submission:** | **This assignment is submitted via Moodle.** | | |
| **Instructions for Submission:** | Your work must be uploaded to Moodle.  • Capstone Project Proposal in Word format ONLY. The word count is 1,000.  • Ethics form signed by all students and submitted as PDF.  • ZIP or RAR files will not be accepted. Files must be submitted separately. | | |
| **Feedback Method:** | **Results posted in Moodle gradebook** | | |
| **Feedback Date:** |  | | |

# Assessment Outline

**Assessment Task: Capstone Project Proposal**

**Title:** Select a title for your capstone project.

**Introduction:** Provide a brief overview of the project and its significance. Explain why the capstone project is important, relevant, and interesting. Mention any real-world problems or challenges that the capstone project aims to address. The capstone project should aim to develop possible solutions.

**Problem Definition:** Clearly state the problem or challenge the capstone project seeks to solve. Discuss the context of the problem, its impact, and why it's essential to address it.

**Objectives:** Outline the specific goals of your capstone project. What do you intend to achieve through this capstone project? Ensure your objectives are clear, concise, and aligned with the project's goals. You should have between three and five objectives. There should be a business objective or hypothesis (not a statistical test hypothesis) that looks to be explored.

**Literature review:** Add a literature review section, including relevant research and studies that help address the business problem. Make sure to reference credible sources and provide insights that support your analysis.

**Scope and Methodology:** There should be plenty of scope for the two-semester capstone project. Define the scope of the capstone project. What will be included and excluded from the capstone project? List the boundaries of the capstone project to avoid any ambiguity. Since this is a two-semester project, ample scope should be provided for in-depth analysis and exploration. Describe the planned methods, techniques, and approaches you plan to accomplish in the capstone project. What do you expect to deliver by the end of semester two? Provide a high-level timeline for the capstone project. Break down the project into phases or milestones and estimate the time required for each.

**Data Sources:** Where will you get your data, and how much do you need? Specify the data sources you plan to use in the capstone project. Show evidence of any permissions to access the data and the use of the data.

**Ethical Considerations:** Discuss any ethical considerations associated with the capstone project, especially if it involves sensitive data, user privacy, or potential societal impacts. This will include dataset permissions and use of data permissions. There can be no medical capstone projects.

**Sample Ideas for Capstone Projects:**

Predictive Analytics for Customer Churn in E-commerce.

Increasing company sales

Financial Fraud Detection (Anomaly detection)

Personalised pricing.

Event analysis

Sports predictions (games, players, plays)

Remember that these project ideas are just starting points. Ensure that your project proposal outlines a comprehensive and in-depth analysis that will occur over two semesters.

Further details of the assessment:

1. **Create a GitHub account, grant access to the faculty, and ensure there are at least 10 to 15 commits.**
2. **Support your analysis with references and properly reference ALL sources that you have used. WARNING – If you do not support your work, you will not receive a high mark!**
3. **WORD COUNT: 1,000 words. You may lose up to 10% of marks if your report is too short or long!**

## Assessment Requirements

All assessment submissions must meet the following minimum requirements:

* Be submitted in the format outlined in the assignment summary table.
* Ethics form signed by all students and submitted as PDF.
* ZIP or RAR files will not be accepted. Files must be submitted separately.
* Capstone Project proposal report in Word ONLY format of about 1,000 words
* Be submitted by the deadline date specified or be subject to late submission penalties.
* Be submitted via Moodle upload.
* Use [Harvard Referencing](http://40.115.124.2/sp/subjects/guide.php?subject=harvardref) when citing third-party material.
* Be the student’s own work.
* Include the CCT assessment cover page.

## Learning Outcomes:

This assessment addresses the following module learning outcomes for this module:

1. Critically evaluate the relationship between information technology infrastructure and organisational competitive advantage.

2. Critically analyse and select open source and proprietary software with a view to developing IT

solutions for business and business-related IT problems.

3. Utilise tools of strategic business analysis to evaluate the current macro and micro business environment with a view to formulating future action plans.

4. Research emerging technologies and critically evaluate their impact on business and business information systems in general.

5. Understand the relationship between data gathering/utilisation and business intelligence and its impact on industry policy.

## Statement of Acceptable Use of Artificial Intelligence

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| **Acceptable and Unacceptable Use of AI** |
| * The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this assignment for the following activities:   + Brainstorming and refining your ideas;   + Fine tuning your research questions;   + Finding information on your topic;   + Drafting an outline to organise your thoughts; and   + Checking grammar and style. * The use of generative AI tools is not permitted in this course for the following activities:   + Impersonating you in classroom context   + Completing group work that your group has assigned to you   + Generating code for your assignment   + Writing a draft of a writing assignment   + Writing entire sentences, paragraphs or papers to complete class assignments. * You are responsible for the information you submit based on an AI query. Your use of AI tools must be properly documented and cited. * Any assignment that is found to have used generative AI tools in an unauthorised way will be subject to college disciplinary procedures as outlined in the QA Manual. * When in doubt about permitted usage, please ask for clarification. |

## Grading Criteria

This grading rubric sets out the marking criteria for your assignment.

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| **Criteria** | ***Project Proposal*** | ***Scope and Methodology*** | ***Data and Ethical Considerations*** |
| **Weighting per criteria** | **40%** | **40%** | **20%** |
| *Excellent (+70%)* | Clear, well-structured overview with clear, concise objectives and a well-explained problem definition. | Scope and methodology are very well-defined, with appropriate methods and detailed timelines for each stage. | Excellent identification and explanation of data sources. Ethical considerations are thoroughly addressed. |
| *Very Good (60 - 69%)* | Good overview with clearly stated objectives and mostly well-explained problem definition. | The scope and methodology are well-defined, but minor details are missing. The timeline effectively covers all main tasks. | Data sources are identified with some explanation; ethical considerations are adequately addressed. |
| *Good (50 - 59%)* | The overview and objectives are somewhat clear but lacking in detail. The problem definition may be vague. | Scope and methods are sufficiently defined but lack depth or detail. The timeline covers most tasks. | Data sources are listed with a basic explanation. Ethical concerns are briefly mentioned but not fully explored. |
| *Acceptable (40 - 49%)* | Objectives and problem definition are present but underdeveloped and lack clarity. | Scope and methods are minimally addressed. The timeline is incomplete or lacks important details. | Data sources are vaguely mentioned. Ethical considerations are minimal and lack depth. |
| *Fail (< 39%)* | Little to no explanation of objectives or problem definition. | The scope and methodology are unclear or missing. No clear timeline. | Data sources and ethical considerations are either missing or not addressed at all. |

**The Irish Grading System**

The grading system in CCT is the QQI percentage grading system and is in common use in higher education institutions in Ireland. The pass mark and thresholds for different grade bands may be different from what you have experienced in the higher education system in other countries. CCT grades must be considered in the context of the grading system in Irish higher education and not assumed to represent the same standard the percentage grade reflects when awarded in an international context.

Please review the CCT Grade Descriptor available on the module Moodle page for a detailed description of the standard of work required for each grade band, and review the marking criteria outlined in this assignment brief for a breakdown of the marking criteria for this specific assignment.

**Additional Information**

* Lecturers are not required to review draft assessment submissions. This may be offered at the lecturer’s discretion.
* In accordance with CCT policy, feedback to learners may be provided in written, audio or video format and can be provided as individual learner feedback, small group feedback or whole class feedback.
* Results and feedback will only be issued when assessments have been marked and moderated / reviewed by a second examiner.
* Additional feedback may be provided as individual, small group or whole class feedback. Lecturers are not obliged to respond to email requests for additional feedback where this is not the specified process or to respond to further requests for feedback following the additional feedback.
* Following receipt of feedback, where a student believes there has been an error in the marks or feedback received, they should avail of the recheck and review process and should not attempt to get a revised mark / feedback by directly approaching the lecturer. Lecturers are not authorised to amend published marks outside of the recheck and review process or the Board of Examiners process.
* Students are advised that disagreement with an academic judgement is not grounds for review.
* For additional support with academic writing and referencing students are advised to contact the CCT Library Service.
* For additional support with subject matter content students are advised to contact the [CCT Student Mentoring Academy](https://moodle.cct.ie/course/view.php?id=827)
* For additional support with IT subject content, students are advised to access the [CCT Support Hub](https://moodle.cct.ie/course/view.php?id=1861).