Assessment Brief

|  |  |
| --- | --- |
| Student Name/ID Number |  |
| **Unit Number and Title** | **14: Business Intelligence** |
| Academic Year | 2019-2020 |
| Unit Tutor |  |
| **Assignment Number & Title** | **Assignment 1: Discover business process and BI technologies** |
| **Issue Date** |  |
| Submission Date |  |
| IV Name & Date |  |

|  |
| --- |
| **Submission Format** |
| The submission is in the form of a Microsoft® PowerPoint® style presentation to be presented to your colleagues. The presentation can include links to performance data with additional speaker notes and a bibliography using the Harvard referencing system. The presentation slides for the findings should be submitted with speaker notes as one copy. You are required to make effective use of headings, bullet points and subsections, as appropriate. Your research should be referenced using the Harvard referencing system. The recommended word limit is 500 words, including speaker notes, 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** |

|  |
| --- |
| Your company is currently working in [Assumed Domain] for 2 years. For a new, young company, the competition in the market is very high. Therefore, the Board of Director has decided to apply Business Intelligence to improve the company business process by making better decisions.  The Board of Directors assigns a small group including you in Research & Development Department to study business intelligence to apply for the company in the coming years.  You need to research about business processes and decision support processes in the company and identify the types of data (unstructured, semi-structured or structured) generated by these processes with examples. You also need to research about current software used in the business process or decision support process and evaluate these usages (benefits and drawbacks).  Next you need to understand the types of support for decision-making at different levels (operational, tactical and strategic) within the company and study which business intelligence features can help on that types of support. Study the information systems or technologies (of BI) can be used in this case, compare and contrast them to conclude which should be used.  Your group needs to present the research results to the board in a presentation of 30 minutes. |

|  |  |  |
| --- | --- | --- |
| Learning Outcomes and Assessment Criteria | | |
| Pass | Merit | Distinction |
| **LO1** Discuss business processes and the mechanisms used to support business decision-making | | **D1** Evaluate the benefits and drawbacks of using application software as a mechanism for business processing. |
| **P1** Examine, using examples, the terms ‘Business Process’ and ‘Supporting Processes’. | **M1** Differentiate between unstructured and semi-structured data within an organisation. |
| **LO2** Compare the tools and technologies associated with business intelligence functionality | | D2 Compare and contrast a range of information systems and technologies that can be used to support organisations at operational, tactical and strategic levels. |
| P2 Compare the types of support available for business decision-making at varying levels within an organisation. | M2 Justify, with specific examples, the key features of business intelligence functionality. |