



## **EBUS622: Individual Coursework**

**Module:** Big Data Management

**Submission Date:** 5<sup>th</sup> of November 2021

**Submission Method:** This coursework requires online submission only. You do not need to submit a hard copy of the coursework. You should submit your coursework via Canvas, which is a plagiarism and collusion detection system. If you do not submit to Canvas, your work will not be marked. The submission link will be set up by the student support office before the submission date.

**Penalty for late submission:** Standard UoL penalty applies

**Word limit:** 2000 words (excluding references and appendices)

**Weighting:** 60%

### **Requirements:**

The aim of this assignment is to demonstrate knowledge and understanding of contemporary research and applied developments in the area of big data. There is a lot of research being conducted on this theme, but critical questions still arise as to how big data can generate demonstrable and sustainable competitive advantages. In this regard, write a report that critically analyses a strategic problem, challenge or issue for a client company or organisation of your choosing and then explain how big data management can be of help in that regards. The report should contain the following:

- Situation: Describe the company/organisation and explain the strategic problem, challenge or issue that the client currently faces (supported by empirical evidence and a review of the relevant literature);
- Complication: Provide a critical analysis of the tools/strategies they are using (if any) in terms of big data management and a critical review of the strengths, weaknesses, opportunities and threats (SWOT) of adopting big data initiatives;
- Solution: Based on the analysis carried out, provide appropriate and realistic recommendations for the client and demonstrate how this can help them develop a competitive advantage (compared to other organisations within the same industry);
- Implementation: Provide some ideas about what is required to implement the recommendations presented for the client.

**More Information:**

The report should be well structured into different logical sections (e.g., Introduction, Background of the selected company, Analysis of literature, Complication, Solution and Implementation, Conclusion, References) and you should make sure that you write in a focused manner. Your report should be typed with font size 12, and 1.5 or 2-line spacing. You can add a short executive summary highlighting key discussions and findings. The word count excludes the title page, table of content, executive summary, references and appendices. You must reference your work correctly using the Harvard referencing style.

**Marking Guidelines:**

Follow the marking guidelines provided in the Management School Student Handbook. Your report will be evaluated on the basis of your critical understanding of the subject matter; your ability to draw upon relevant literature; independent thinking and critical analysis; and effective structure and presentation.

**Plagiarism:**

While you are encouraged to discuss assignments with peers and colleagues, the final write-up must be your own work. The report must present your own understanding, analysis and conclusion rather than a copy of someone else's. You must not plagiarise your assignment.

**Penalties:**

Penalty for late submission: 5% of total marks shall be deducted from the total mark for each day after the due date up to a maximum of five days; however, the mark will not be reduced below the pass mark for the assessment. Work assessed below the pass mark will not be penalised for the late submission. Work received more than five days after the submission deadline will receive a mark of zero.

Other penalties: 3% of total marks for every 100 words over the word count; 5% of the overall mark available for the piece of work will be deducted if an essay is presented in a form that makes it difficult to read, e.g., if not word-processed. For example, if a piece of work is marked out of 100, you will lose five marks, if it is out of 60, you will lose three marks.

You should refer to the student handbook for further information about penalties.

**Important Notes:**

You need to provide relevant references to support your explanation and arguments across your report. References can be from various sources such as books, journal articles, and newspapers.

The Harvard referencing style is currently used by the Management School (<http://libguides.liverpool.ac.uk/referencing/harvard>). Make sure your referencing style is correct and consistent.

Your submitted report will be scanned by Turnitin, a plagiarism and collusion detection system. Make sure you comply with the Academic Integrity Policy adopted by the University

of Liverpool ([https://www.liverpool.ac.uk/media/livacuk/tqsd/code-of-practice-on-assessment/appendix L cop assess.pdf](https://www.liverpool.ac.uk/media/livacuk/tqsd/code-of-practice-on-assessment/appendix_L_cop_assess.pdf)).

This assignment requires online submission only, and you are required to submit your report once only (i.e., your first submission is the final submission).

Your report should be submitted as a single file.

If you have any questions about this assignment, contact Omar Khaled ([oshoukry@liverpool.ac.uk](mailto:oshoukry@liverpool.ac.uk)) or Ali Taghizadegan ([a.taghizadegan@liv.ac.uk](mailto:a.taghizadegan@liv.ac.uk)).