

BM9707 – Business Intelligence

Assessment Brief 2019-20

This module will be assessed by Case Study:

Your team work for a Global Management Consulting company, who are working on a project for a large Multinational Corporation (MNC) (**you may select an organisation, but must agree this with the module tutor**). You have been asked to recommend some appropriate BI software to be purchased and used in this MNC. Your role, as an expert in this area, is to recommend the BI software you believe will add value to their Decision Making (DM) processes and help them achieve their mission and objectives.

☐ **Accordingly, you should:**

- Create a Business Case Scenario: Case – Mission – Objectives (Week 7)
- Identify 3 to 5 different BI software options that could be implemented in the MNC - (Week 7)
- Identify a range of different factors to assess these options based on: Clear Ideas – Sensitivity Analysis – SAS (Weeks: 7, 8 and 9)
- Recommend BI software and clarify your choice (Week 9)

☐ **The case will be assessed in two parts:**

- ☐ **Assignment A – Group Presentation (20%)**
- ☐ **Assignment B – Individual Report (80%)**

☐ **Assignment A – Group Presentation (20%):**

As a group, you must prepare a presentation to analyse the case assigned to you, which must include a culmination of the work developed over the semester for your chosen organisation. The presentation will take place **in week 11**, will be of 15 minutes duration, and will be followed by 5 minutes of questions & discussion.

Your presentation must include the following elements (weighting):

- Intro / Overview about the case & organisation you have selected [10%]
- Identify decision alternatives and objectives - The Problem-Solving Cycle [30%]
- Specify the attributes with SAS and the sensitivity analysis by using tools like: Visual Interactive Sensitivity Analysis to make a decision and VISA Application [50%]
- A brief conclusion about the analysis and how realistic it is [10%]

❑ **Assignment “B” – Individual Report (80%):**

The other 80% of the module mark is based upon an individual written assignment (3000-word report). The report must include discussion on the pros & cons of using BI tools in reality, and how they were used in your analysis (SAS, VISA). The report must also include a critical evaluation of the analysis. **Deadline: 11/05/2020 before 12:00 noon.**

Your report should help to answer the following questions:

- **Q1:** What are the factors that affect the use and the successful implementation of Business Intelligence Tools in Multinational organisations?
- **Q2:** How BI tools can add value and support DM processes in organisations?
- **Q3:** What are the Advantages and Disadvantages of using BI in organisations?
- **Q4:** What advice and recommendations are you going to suggest for managers and decision makers regarding using and applying BI in their organisations?

Your individual report must include the following elements (weighting):

- A short introduction giving background, context and an outline of the report **[10%]**
- Definition of Business Intelligence (BI) and a critical appraisal of the use of BI and the resources required for its implementation and deployment in organisations. Discussion on how BI tools have been used effectively in your analysis, and justification of your choices. You must refer to some examples from your group work (i.e. VISA, SAS...etc). *This part covers Q1 and Q2* **[40%]**
- A critical appraisal and analysis of the factors (barriers & drivers) that affect the implementation and the use of BI to support decision-making processes in organisations. You need to refer to some examples from organisations regarding successful and / or failure cases. *This part covers Q3* **[20%]**
- A conclusion providing an overall summary of the key points made and any recommendations for the successful implementation and use of BI in organisations. *This part covers Q4* **[20%]**
- The report must be supported by academic references and examples and include a single reference list. See further guidelines on formatting and word limits shown in the assessment brief **[10%]**

Best Wishes 😊

Mahmoud & Philip