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| **Module Title:** | Analytics for Operations and Logistics Management | **Module Code:** | 7BUS2042 |
| **Assignment Format & Maximum Word count** | **Referral/Deferral**  Individual Report – 2500 | **Assignment weighting** | 60% |
| **Coursework Submission:** | Time: 6pm  Date: 21st May 2023 Method: Upload Word/PDF file on Canvas online | **Coursework return** Date returned to students: |  |
| **Module Leader** | Ogbuke Nnamdi | **First marker** | Ogbuke Nnamdi |
| **Internal Moderator** | Approved  Date: | **Module Board name** | BAS |
| **External Examiner** | Approved  Date: | **Module Board date** |  |
| **Module eligible for an extension on submission date (subject to UPRs)** | YES / NO |  |  |

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| **Assessment Criteria** |
| **Learning Outcomes: Knowledge and Understanding assessed in this assignment:** |
| * Evaluate the role of data and analytics in adding value to a variety of organisation * Explore the need for competence in operations and logistics management and be aware of its impact on business performance * Appraise the appropriate use of business analytics to support operational decision making to create and add value to a business. |
| **Learning Outcomes: Skills and Attributes assessed in this assignment:** |
| * Formulate and evaluate operations and logistics management issues to be able to determine which business analytical technique is most beneficial * Critique the importance of information sharing within the organisation and appraise the impact of this information on decision-making within an organisation |
| **Transformational Opportunities**: E.g. Use LinkedIn Learning to improve skills |
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| **Feedback /Marking criteria for this Assignment** |
| * Performance will be assessed using HBS Grading Criteria (Rubric) |
| * **Feedback** for improvement will be given in writing via **your** Canvas **module** **site** within 4 weeks of submission |
| * **Lateness Penalty:** For each day or part day up to five days after the published deadline, coursework relating to modules submitted late will have the numeric grade reduced by 10 grade points until or unless the numeric grade reaches the minimum pass mark (UG 40/PG 50).  Where the numeric grade awarded for the assessment is less than the minimum pass mark no lateness penalty will be applied.  If the coursework is submitted more than 5 days after the published deadline, it will not be marked and a grade of zero will be awarded. **Please note: Referred coursework submitted after the published deadline will be awarded a grade of zero (0).”** |
| * **Extensions:** Students do not have an automatic right to an extension.  If you require an extension, this must be requested in advance of the submission deadline.  Please give your reason(s) for needing an extension. |

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| **Detailed Brief for Individual Assignment** |
| **Assignment Title:** **Referral/Deferral -** Individual Report  **NB:** (Please ensure you reflect on all the **FEEDBACK** provided in your last Individual report in addressing this task. Also, use the same previous **Superstore Database table provided** foryourDashboard analysis**)**  **Description of the assignment, task, content, and structure:**  Logi Service is a provider of logistic service for SME organisations. In recent times due to many successful marketing initiatives, they have been successful in securing many service contracts with reputed retailers in the UK. In order to support this operation, the management changed the business processes radically to reduce the delivery times and to enhance customer experience. Some of other changes include investing in digital technologies including data analytics software, easy to operate digital handled operators and state-of-the-art web interface for end customers as well as its direct clients. The employees currently are extremely happy with existing processes and the teams they belong to. The new change requires many employees to improve their digital skills as many lack digital literacy skills.  As a very knowledgeable business analyst and intelligence consultant, you have been contacted by the board of Logi Service through a recruitment firm, to help institute this change and create a sense of urgency among the employees through training that will result to quick wins, ranging from technological, organizational, human to cultural aspect including processes and information flows of the business systems.  The firm has also, allowed you to assess the operations of their major global partner, including the customer databases, sales and profits across regions and cities. And finally, the company handed over to you a CSV Superstore database folder containing information about their global business operations.  **Your tasks are highlighted in two parts:**  **Part 1**   * Using any favorite charts of yours, the board want you to design an executive Dashboard, and track and display any 3 of the 5 listed KPI’s:  1. Customer segment 2. Product category 3. Sales 4. Profit by province 5. Shipping cost   **Note:** The **Superstore database** table has been provided via your school email and can be downloaded from Canvas site. The designed **Dashboard** must be presented and submitted in **Word/PDF file.**  **Part 2**   * Write a critical report appraising the importance of integration of data analytics software and business intelligence platform such as Power BI, in enhancing business operations and performance, and clearly recommend with logical reasons why you think that the knowledge of these data-driven techniques and their applications are the best digital literacy skillsets that Logi Service employees required to support and drive the above change.   **The report:** Maximum of 2500 words excluding codes, charts, and references; codes can be given in appendices)  This report should include:   * A separate cover page indicating the title of the project, your full name and module code * An introduction section explaining the problem and how you intend to approach it. * Explanations of Power Bi 3 Main features - Interface, Workflow and Query environment * Identification of the concepts of Fact and Dimension tables relationship * An explanations and analysis of the **KPI’s** in the **Dashboard design** showing the intelligence applications for the organisations’ continuous performance improvement. * The proposed benefits that can be realized by the new system (i.e., interpretation of the result in terms of its relevance to Logi service’s challenges) * Conclusion      * A reflection section that describes (using Gibb’s reflective framework):  a) what did you learn that you did not imagine you would have? if you had to do it all over again, what would you do differently?)  c) any final comments and conclusions   **Note: Report submission must contain a Word/PDF file**  Other useful information regarding working in teams and presentation skills is available via the CASE website  **Specific instructions:** The HBS Grading Criteria (rubric) will evidence how marks are awarded for individual parts of  the assignment i.e., Presentation and Structure, Intellectual Curiosity and Referencing, Content, Analysis, Discussion   |  |  | | --- | --- | | **Marking Scheme for Individual Report:** | **Weighting** | | Presentation and Structure | 10% | | Introduction | 10% | | Explanations of Power Bi 3 Main features - Interface, Workflow and Query environment | 10% | | Identification of the concepts of Fact and Dimension tables relationship | 10% | | Dashboard report and KPI’s analysis and their relevance/applicability/explanation | 20% | | Conclusion | 15 | | Reflection | 20% | | Harvard Referencing | 5% | | **Total** | 100 | |

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| **Academic Integrity, Plagiarism and Essay Mills** |
| * Y**ou are** **NOT** **allowed** **to** **copy** any information into your assignment without using quotation marks and a reference – this is ‘plagiarism’ (a type of academic misconduct). * You are NOT allowed to copy from other students (or allow other students to copy from you) – this is ‘collusion’. * You are NOT allowed to copy from your own assignments on other modules – this is ‘self-plagiarism’. * **You must NEVER buy assignments** from websites (essay mills) – this is called ‘contract cheating’ and it is now illegal in the UK. * If you commit academic misconduct, your mark will be reduced, and you will face disciplinary action for repeat offences.   Contact [academic-skills@herts.ac.uk](mailto:academic-skills@herts.ac.uk) if you are unsure of the rules or how to avoid academic misconduct, and you will receive help. |

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| **Student Support and Guidance** |
| * For further help on module content and assignment details, contact your **Module Leader** in his or her drop-in / office hours or by email. * Use the **Learning Outcomes** and **HBS Grading Criteria** (Rubric) to help inform you of the **expectations of the assessment.** * Use CASE (Centre for Academic Skills Enhancement) website **resources**: <http://go.herts.ac.uk/CASE>. **Attend** CASE workshops and drop-ins to develop academic skills to meet HBS expectations (see timetable on CASE website homepage or drop-in to CASE in L064, in the LRC). * Visit the [Academic English for Business Programme Site](https://herts.instructure.com/courses/95956) for tips on developing your academic English and contact [hbsacademic-english@herts.ac.uk](mailto:hbsacademic-english@herts.ac.uk) if you have any questions. * For help with Turnitin, look for the “Check your work (Turnitin Originality Report)” practice assignment in the Assignment section of all of your modules.  For help with understanding plagiarism and how to make changes to your assignment, contact [hbsacademic-english@herts.ac.uk](mailto:hbsacademic-english@herts.ac.uk). * Use the [Online Library](https://www.studynet1.herts.ac.uk/ptl/common/learning_resources.nsf/Learning+Resources?ReadForm) to access quality business information resources:   + [Library Search](https://www.studynet1.herts.ac.uk/ptl/common/learning_resources.nsf/Learning+Resources?ReadForm) will help you find books, journal articles and more.   + Use the [Subject Toolkit for Business](https://www.studynet1.herts.ac.uk/ptl/common/LIS.nsf/lis/business) to access to industry standard databases.   + Use [Library SkillUP](https://herts.instructure.com/courses/61421) for guidance for searching and referencing.   + Get help: [use SkilIUP module chat](https://herts.instructure.com/courses/61421/external_tools/6), visit the [Study Success Hub](https://herts.instructure.com/courses/61421/modules/1491488), or [book an 1:1 with a librarian](https://herts.instructure.com/courses/61421/pages/1-1-ask-a-librarian-online-appointments). |

The relevant HBS Grading Criteria (Rubric) for your assignment should be added as a table immediately below the assignment description. If you are unable to find the Grading Criteria (Rubric), please contact your Module Leader.