**ASSIGNMENT 1 BRIEF**

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| **Qualification** | **BTEC Level 5 HND Diploma in Business** | | |
| **Unit number** | Unit 14: Business Intelligence | | |
| **Assignment title** | Understanding of business process and business intelligence | | |
| **Academic Year** |  | | |
| **Unit Tutor** |  | | |
| **Issue date** |  | **Submission date** |  |
| **IV name and date** |  | | |

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| **Submission Format:** |
| *Format:* The submission is in the form of an individual written report and a presentation. This should be written in a concise, formal business style using single spacing and font size 12. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system.  *Submission* Students are compulsory to submit the assignment in due date and in a way requested by the Tutors. The form of submission will be a soft copy in PDF posted on corresponding course of <http://cms.greenwich.edu.vn/>  *Note:* The Assignment *must* be your own work, and not copied by or from another student or from  books etc. If you use ideas, quotes or data (such as diagrams) from books, journals or other sources, you must reference your sources, using the Harvard style. Make sure that you know how to reference properly, and that understand the guidelines on plagiarism. *If you do not, you definitely get fail* |
| **Assignment Brief and Guidance:** |
| **Scenario**: IVYE is a new fashion brand for just 1-2 years. IVYE focuses on designing and selling all kinds of clothing and accessories for women of all ages.  To be competitive in the industry, a business strategy is needed to help companies optimize business processes and best decisions.  The Board of Directors assigns you to study business intelligence to apply for the company in the coming years.  **Tasks**  You need to research about business processes and decision support processes in general. Evaluate the use of organizational applications and data for these processes. Next you need to understand the main features of business intelligence and then compare the types of support for decision-making at different levels (operational, tactical and strategic) as well as the technology or systems that make that possible.  You need to present your research results to the board in a presentation in about 15 minutes. |

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| 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. |