**ASSIGNMENT 2 BRIEF**

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| **Qualification** | **BTEC Level 5 HND Diploma in Business** | | |
| **Unit number** | Unit 14: Business Intelligence | | |
| **Assignment title** | Discover tools and technologies for BI | | |
| **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. 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/> Project also needs to be submitted in zip format.  *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**: Continued from Assignment 1.  **Tasks**  Your next task is to demonstrate to the board of directors about the ability of applying business intelligence in the company's current business processes.  You are having a data set extracted from the company's business database. This is a dataset of reviews written by customers from over 20,000 records. Your task is to design and install a small application based on selected business intelligence tools to demonstrate the application of business intelligence to the given dataset. Your application (though it’s small and demonstrated) should be user-friendly and geared toward high-end users. You need to demo the application and collect comments from users.  Once you get user reviews, you'll need to write a report that re-evaluates the application based on user feedback as well as your assessment. Discuss the ability to apply business intelligence to the company itself (beside what the demo application did). Board of directors also needs to know about the legal issues involved in exploiting user data for business intelligence. |
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| Learning Outcomes and Assessment Criteria | | |
| Pass | Merit | Distinction |
| **LO3** Demonstrate the use of business intelligence tools and technologies | | **D3** Provide a critical review of the design in terms of how it meets a specific user or business requirement and identify what customisation has been integrated into the design. |
| **P3** Determine, with examples, what business intelligence is and the tools and techniques associated with it.  **P4** Design a business intelligence tool, application or interface that can perform a specific task to support problem-solving or decision-making at an advanced level. | **M3** Customise the design to ensure that it is user friendly and has a functional interface. |
| **LO4** Discuss the impact of business intelligence tools and technologies for effective decision-making purposes and the legal/regulatory context in which they are used | | **D4** Evaluate how organisations could use business intelligence to extend their target audience and make them more competitive within the market, taking security legislation into consideration |
| **P5** Discuss how business intelligence tools can contribute to effective decision-making.  **P6** Explore the legal issues involved in the secure exploitation of business intelligence tools. | **M4** Conduct research to identify specific examples of organisations that have used business intelligence tools to enhance or improve operations. |