

ASSESSMENT BRIEF

L7 Data Design Management: Individual presentation/poster with annotations, 100%

Module Leader: Stelios Sotiriadis

Key Details and Requirements

Submission deadline: Thursday, 12 January 2023, no later than 16:30pm (GMT)

Learning outcomes:

1. Understand the role, impact, collection and usage of data and how it shapes company strategies;
2. Understand and critically evaluate how progress in data processing technologies can shape and change business models in the corporate world and society in general;
3. Understand and apply appropriate theoretical concepts, tools and techniques to design appropriate data management processes and data models to apply them in business contexts;
4. Critically evaluate different technologies widely used in the market to process data and transform it into knowledge.
5. Apply the acquired technical skills to create powerful reports based in the objective analysis of the data sources, combining analytics and visual presentations.

Assessment details: Individual presentation/poster with annotations, 100%

Referencing: Students are expected to use Harvard Referencing throughout their assignments where required. Please follow the [Harvard Referencing Handbook](#) for all your assignments at the ULBS.

Submission Method: Turnitin - Your work needs to be put through Turnitin. All submissions will be electronically checked for plagiarism.

You have the option to upload your work ahead of the deadline, ULBS will be reviewing your last submission only.

Turnitin cannot be used for late submissions. In such case, you should send your work to Turnitin-submissions@law.ac.uk

If you experience issues when uploading your work, please email it by the deadline to Turnitin-submissions@law.ac.uk

Please note that you can deviate +- 10% from the word limit stated on each assignment.

ASSIGNMENT DETAILS

You will need to design a database and implement your scripts for an online e-shop. The e-shop sells music records, movies and books to customers around the world. Consider the following use case specification:

- A customer submits orders for products
- A customer can place one order at a time
- An employee controls the products and is responsible for collecting the products for delivery
- The products are music records, movies, and books
- A customer can place an order using a credit card.
- The customer data includes: first name, last name, phone number, email, city, country
- The product data includes title, description, unit price, release data, language, genre and product type

Your tasks are the following:

1. Design an ER diagram with the appropriate relationships and cardinality for the above use case.
2. Develop the SQL scripts and the database for the ER diagram
3. Insert at least 5 records of your desired data in each table of the database, feel free to improvise in terms of the number of records.
4. Provide SQL statements for the following queries:
 - a. Extract all the customers from a specific city.
 - b. Search for a product of a specific genre
 - c. Count how many customers are from a specific city.
 - d. Calculate the average of the unit price.
 - e. Extract all current orders
 - f. Extract all orders for books that has the keyword “the” in their description
 - g. Extract all payments with credit cards for music records.
 - h. Count how many employees handle music records.
 - i. Count how many employees first name is John.
 - j. Count how many orders are in the system.
5. Briefly present your use case.
6. Discuss the data governance plan used in the use case.

Organise your coursework in a single presentation file and include (a) the ER diagram, (b) the SQL scripts and (d) references to any sources used for this coursework.

Module Assessment Criteria

Class	Attributes	Marks
Distinction	<p>Illustrates an excellent level of understanding of complex issues in the subject. All requirements of the work are dealt with to a high standard and the work is free from all but isolated minor errors. The material is wholly relevant to the tasks.</p> <p>Excellent analysis, synthesis and critical reflection with the ability to tackle issues and questions not previously encountered.</p> <p>Evidence of independent and original judgment in relation to the resolution of the client's needs and problems. Excellently presented in terms of structure and professional style</p>	70-100%
Commendation	<p>Illustrates a very good understanding of the issues in the subject, some of which are likely to be complex with some independent critical thought appropriate to the tasks. Most of the requirements of the work are covered with only a few gaps or minor and inconsequential errors. The material is largely relevant to the tasks and there is a good attempt at analysis, synthesis and critical reflection with evidence of some ability to tackle issues not previously encountered. The work is presented in a clear and well-organised manner with only minor spelling and grammatical errors.</p>	60 -69%
Pass	<p>The work displays good knowledge and understanding and its relevance to the task. The submission exhibits clear analysis and reasonable use of grammar, spelling and language. It may contain errors and lack fluency. Limited evidence of the ability to sustain a relevant argument or logical reasoning.</p>	50 – 59%
Fail	<p>Exhibits an unsatisfactory grasp of the issues in the subject. Primarily descriptive and lacking in independent critical thought appropriate to the tasks. Weak or no attempt at analysis, synthesis and critical reflection with little evidence of ability to tackle issues not previously encountered. Poor spelling or other grammatical errors.</p>	0 - 49%