

COMM1822

Term 2 2022

Introduction to Databases for Business Analytics

Assignment Project Exam Help

<https://powcoder.com>

Week 5

Team Assignment Advice

Part B

Lecturer-in-Charge: Kam-Fung (Henry) Cheung
Email: kf.cheung@unsw.edu.au



WARNING

This material has been reproduced and communicated to you by or on behalf of the University of New South Wales in accordance with section 113P(1) of the Copyright Act 1968 (Act). The material in this communication may be subject to copyright under the Act. Any further reproduction or communication of this material by you may be the subject of copyright protection under the Act.

Do not remove this notice

Copyright

- There are some file-sharing websites that specialise in buying and selling academic work to and from university students.

Assignment Project Exam Help

- If you upload your original work to these websites, and if another student downloads and presents it as their own either wholly or partially, <https://powcoder.com> **you might be found guilty of collusion — even years after graduation.**

Add WeChat powcoder

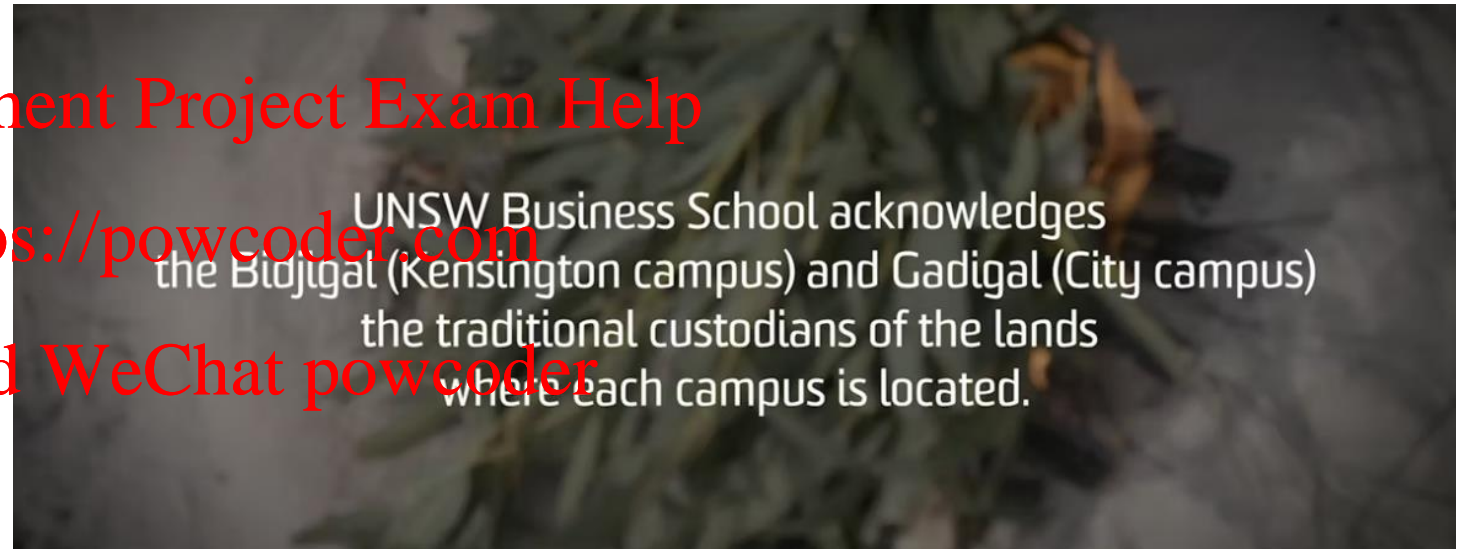
- These file-sharing websites may also accept purchase of course materials, **such as copies of lecture slides and tutorial handouts. By law, the copyright on course materials, developed by UNSW staff in the course of their employment, belongs to UNSW. It constitutes copyright infringement, if not academic misconduct, to trade these materials.**

Acknowledgement of Country

UNSW Business School acknowledges the Bidjigal (Kensington campus) and Gadigal (City campus) the traditional custodians of the lands where each campus is located.

We acknowledge all Aboriginal and Torres Strait Islander Elders, past and present and their communities who have shared and practiced their teachings over thousands of years including business practices.

We recognise Aboriginal and Torres Strait Islander people's ongoing leadership and contributions, including to business, education and industry.



UNSW Business School. (2022, May 7). *Acknowledgement of Country* [online video]. Retrieved from <https://vimeo.com/369229957/d995d8087f>

Timeline Team Assignment 2022-T2

What?	When?
Project group formation (students need to find their own groups)	Week 2 Tutorial
Assignment Part A Due: Submission of assignment written report	PDF file submission via Moodle before Monday, 27th June 2022, 3:00 pm (Week 5)
Assignment Part B Due: Submission of assignment written report	PDF and ZIP file submission via Moodle before Friday, 29 th July 2022, 3:00 pm (Week 9)
Oral (Video) presentations	Video file submitted via Moodle before Monday, 1st August 2022, 3:00 pm (Week 10)

Team Assignment Part B – Tasks and Content

Assignment Project Exam Help

Refer to your assignment brief and ask questions on Moodle.

<https://powcoder.com>

Add WeChat powcoder

Part B – Formal Requirements

- Use **PDF** file format for report
- Do not exceed **words limit**
- Submit a signed and correctly filled in **UNSW Coversheet**
- Type your names **on and only on the coversheet** (do NOT write your names in the actual report, including footers and headers)
- **File naming convention:** e.g., **H09A02_6532_Report_B.pdf** (**H09A02** is the group name; **6532** is the group ID)
- The Team Leader of each group **ONLY** should **SUBMIT** via Moodle
- **Penalties apply for**
 - ☐ **Submitting more than one assignment**
 - ☐ **Submitting files where name does not follow the correct naming convention**
 - ☐ **Not following the formal requirements**

Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Part B – Formal Requirements (Cont.)

Avoid losing marks for format/technicalities! (Marks will be deducted if you do not follow these guidelines)

- ☐ Keep the **word limit**. (You may be able to stay well below this limit.)
- ☐ Keep the **submission deadline**. **NO EXTENSION!!**
- ☐ **Special consideration**: Extensions are very unlikely for group assignments.
- ☐ **Present** your report **professionally** (language, style, layout, figures) of the report is part of the marking.
- ☐ Proof-read your assignment thoroughly.
- ☐ Use **Harvard (or APA 7th) referencing style**. (suggestion: use Endnote)
- ☐ Use the correct file naming convention (as mentioned on the previous slide).
- ☐ Keep **diaries** of your experience during the assignment.

ZIP File

- ☐ A snapshot of the **relational schema**.
- ☐ A **script file** to create tables including constraints (in text).
- ☐ A **script file** to **insert rows/records** into tables (in text)
 - ☐ Note: You must arrange a logical order of inserting records into the tables to avoid violating the table constraints.
- ☐ **SQL queries (in text)** and **their results (snapshot)**

Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Suggested Structure Assignment (Part B)

- ☐ UNSW Cover page
- ☐ Table of contents
- ☐ Introduction
- ☐ ER model
- ☐ Relational model
- ☐ Documentation of 3NF normalisation
- ☐ Documentation of SQL queries results
- ☐ Discussion
- ☐ Conclusion
- ☐ Appendices (if any)
- ☐ References/Bibliography

Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Table of Contents

1. Introduction	1
2. Overview of Social Media	2
2.1 Social Networking Sites	2
2.2 Microblogs	2
(...)	
6. Conclusion	10
Appendix A	12
Appendix B	16
References	18

Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Introduction

- ❑ **Background information**/overview (e.g., needs or problems in scenario)
- ❑ **Purpose** of work (e.g., purpose of work summarised in report)
- ❑ **Structure** of report

Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Introduction Example

In this report, we propose a database design model for Apps for Us. Apps for Us is a famous mobile applications store in Australia. The company is planning to introduce a gaming incentive scheme, “Champion Challenge”, and requires a new database to do so. The system needs to store specific information about various applications in relation to their users. The system will be used by general staff as well as management. Apps for Us staff are unfamiliar with the technical aspects of databases. Ease of use is therefore a major design objective.

Add WeChat powcoder

The structure of this report is as follows. First, we describe the proposed design of the database system for Apps for Us. Next,... After this,... Ethical issues are examined in... Our report concludes with...

One Paragraph = One Idea!

- **One paragraph = one idea!** There should not be several ideas in one paragraphs, or the same ideas explained in several paragraphs.

Assignment Project Exam Help

- General structure of a paragraph:

summarise the idea of the paragraph in the first sentence

present the details and justification of the idea

close with a link to the next paragraph (appropriate in some cases)

Add WeChat powcoder

- Example paragraph:

We decided to use Python as the programming language for this assignment. This decision is based on several considerations. First, Python is the dominant language in business analytics (Author 2020). Second, two members of our team had experience with Python. Third, the language is free and does not require specific software. Python also has a range of library available to support SQL [links to next paragraph].

Figures and Tables

- ❑ Screenshots, graphs, diagrams etc. are called **figures**.
- ❑ Figures and tables should be numbered and labelled (**caption**) separately in sequential order. Examples:
 - ❑ “Table 1: User frequency”: first table in the text
 - ❑ “Figure 4: Screenshot of customer inquiry”: fourth figure in the text
- ❑ Figures and tables need to be **mentioned and explained in the continuous text**. Examples:
 - ❑ “Table 1 below shows...”
 - ❑ “On the right-hand side of figure 4...”
- ❑ Figures and tables should be **located immediately below the paragraph in which they are first mentioned**; detailed explanation of contents should be after figure or table.

Referencing

- ❑ **Reference (cite) all sources** of ideas and of information. **Avoid any form of plagiarism!** Your assignments will be screened with appropriate tools for plagiarism.
- ❑ Use either **UNSW (Harvard)** or **APA 7th** referencing style (be consistent).
- ❑ **Inline citation (references in the text):**
 - ❑ *Daniel's course is widely considered the best at UNSW (UNSW, 2013).*
 - ❑ *Smith (2014) discusses...*
 - ❑ *A database is "a digital artefact to store data" (Schlagwein 2015, p. 123).*
- ❑ **Bibliography (reference section at the end):**
 - ❑ Cheung KF; Bell MGH, 2021, 'Attacker–defender model against quantal response adversaries for cyber security in logistics management: An introductory study', *European Journal of Operational Research*, vol. 291, no. 2, pp. 471 - 481, <http://dx.doi.org/10.1016/j.ejor.2019.10.019>

Coversheet

☐ Assignment needs to include a **UNSW coversheets**.

☐ **Penalty** if assignment is submitted without.

☐ Download **template** from course website

☐ Need to be **signed**.

<https://powcoder.com>

☐ **Names** (of group or students) should be mentioned only on the coversheet – names should not be mentioned in the report itself (including footers and headers).

Presentation

- ❑ Final Video Presentations: Monday, 1st August 2022, 3:00 pm (Week 10)
- ❑ **Max. 4 minutes** for your final video presentation
- ❑ Audience: the business managers (non-technical audience, not familiar with databases)
- ❑ Purpose: to convince PSA to implement your database design
- ❑ The slides AND the presenter's face should be shown in the video. Slides are optional.
- ❑ For more info, refer to the assignment brief

Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Group Presentation Advice

- ❑ Decide **who will say what** (all group members must participate)
- ❑ **Prepare and practice** together.

Assignment Project Exam Help

Adjust the presentation to the **needs of the audience**:

- ❑ **Speak to the audience**
- ❑ Describe the system in terms of the **client's needs**
- ❑ Explain the system clearly by assuming **your client is a non-expert**
- ❑ Structure the demonstration/presentation so that it **flows logically**
- ❑ Make sure you focus only on the most **important aspects** of your system (in terms of functions, features, advantages, issues)
- ❑ **Persuade the audience** of the value of your system (highlight advantages and effective features etc.; be enthusiastic)
- ❑ Use language appropriate for oral live presentation – try to **speak freely**, do not read

<https://powcoder.com>

Add WeChat powcoder

A Good (Oral) Presenter...

...expresses aim, all ideas and information clearly, precisely and concisely in the appropriate language for the intended audience, context and purpose.

- ☐ Adapts language effectively for spoken context, audience and purpose.
- ☐ Uses own words and explains terminology/concepts as appropriate.
- ☐ Uses accurate vocabulary and grammar (or has only minor errors which do not interfere with audience's understanding).
- ☐ Uses language effectively to reinforce message.
- ☐ Answers audience questions and explains points very clearly.

...presents all ideas /arguments/information logically, coherently and persuasively to achieve aim.

- ☐ Presentation has a clear focus, with no irrelevant or repetitive material, and a logical sequence so that audience can follow ideas.
- ☐ Presentation is structured clearly to reinforce key ideas and distinguish from supporting details, e.g., introduction clearly defines aim; parts are well developed and clearly linked (including smooth transitions between speakers, if relevant); concluding remarks reinforce the key message(s).

A Good (Oral) Presenter...

...engages audience effectively through a professional delivery.

Addresses audience by:

- ☐ Maintaining eye contact. (For video presentation, you should look at the camera.)
- ☐ Making speech clear and audible.
- ☐ Using voice (volume, pace, variety, etc.) effectively to engage audience and promote their understanding on the content.
- ☐ Ensuring your manner/body language is confident, friendly, enthusiastic and engaging for your audiences.
- ☐ Keeping your style/appearance professional.
- ☐ Making sure that the speaker is well prepared and organised.
- ☐ Ensuring effective time management.

...uses tools effectively (e.g., visual aids) by ensuring that they are:

- ☐ well-prepared, clear, accurate, and visually effective.
- ☐ pertinent to the key message(s) and the aim of the speech.

Final Marks

- ❑ Note that the peer review ratings are taken as **suggested marks** (suggested by peers).
- ❑ **The final marks** are determined by the teaching team and the LiC, and may or may not align with peer review ratings.
- ❑ The final authority in regard to all marks is reserved by the LiC.

Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Within-Group Peer Review

Assignment Project Exam Help

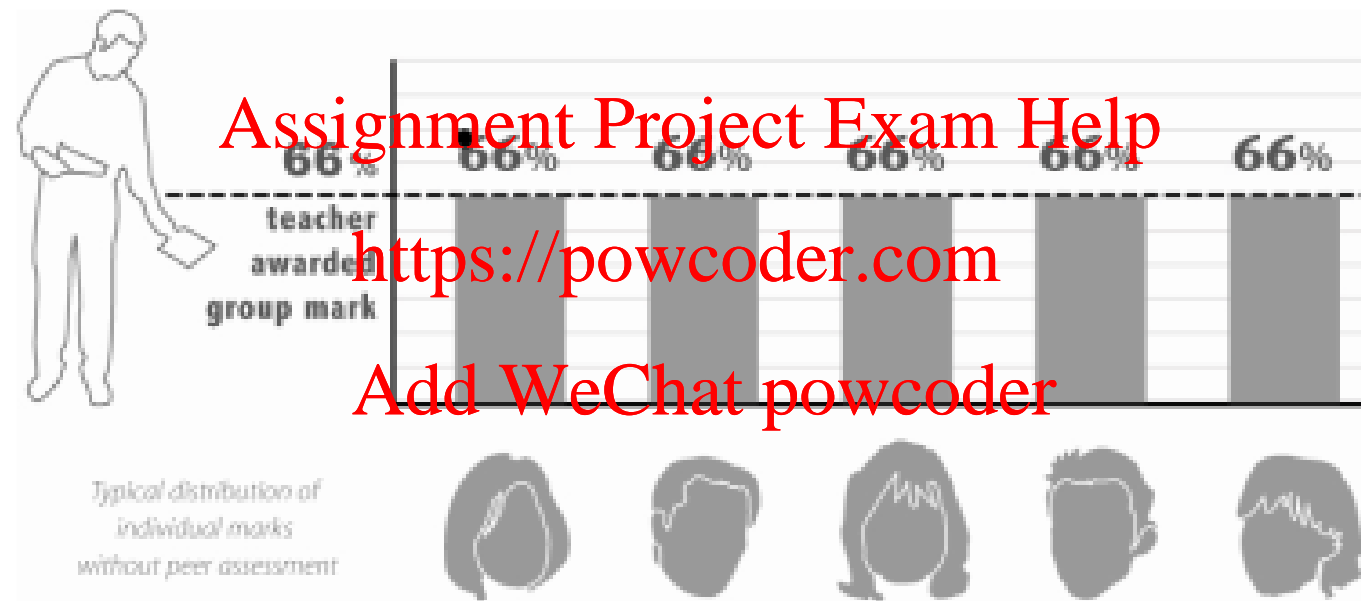
<https://powcoder.com>

Add WeChat powcoder

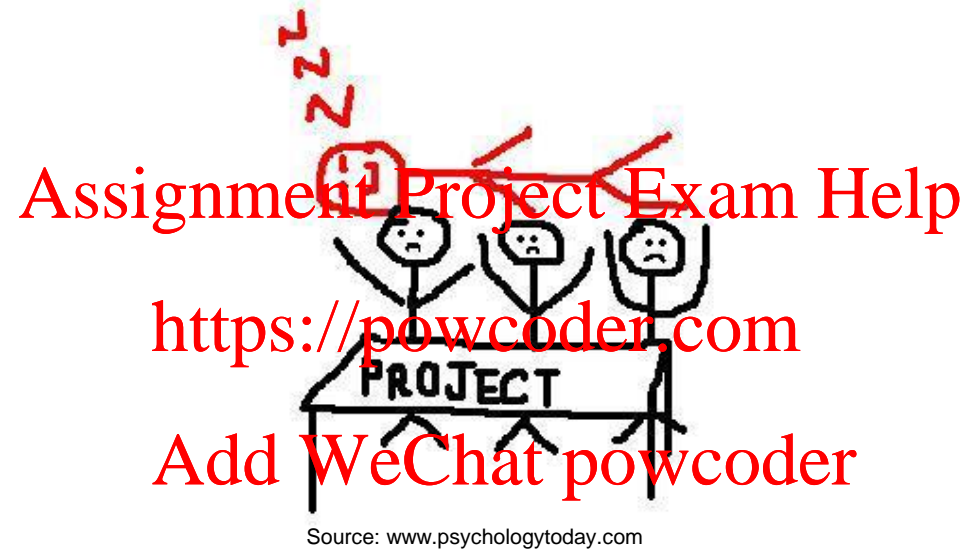


UNSW
SYDNEY

Without Within-Group Peer Review



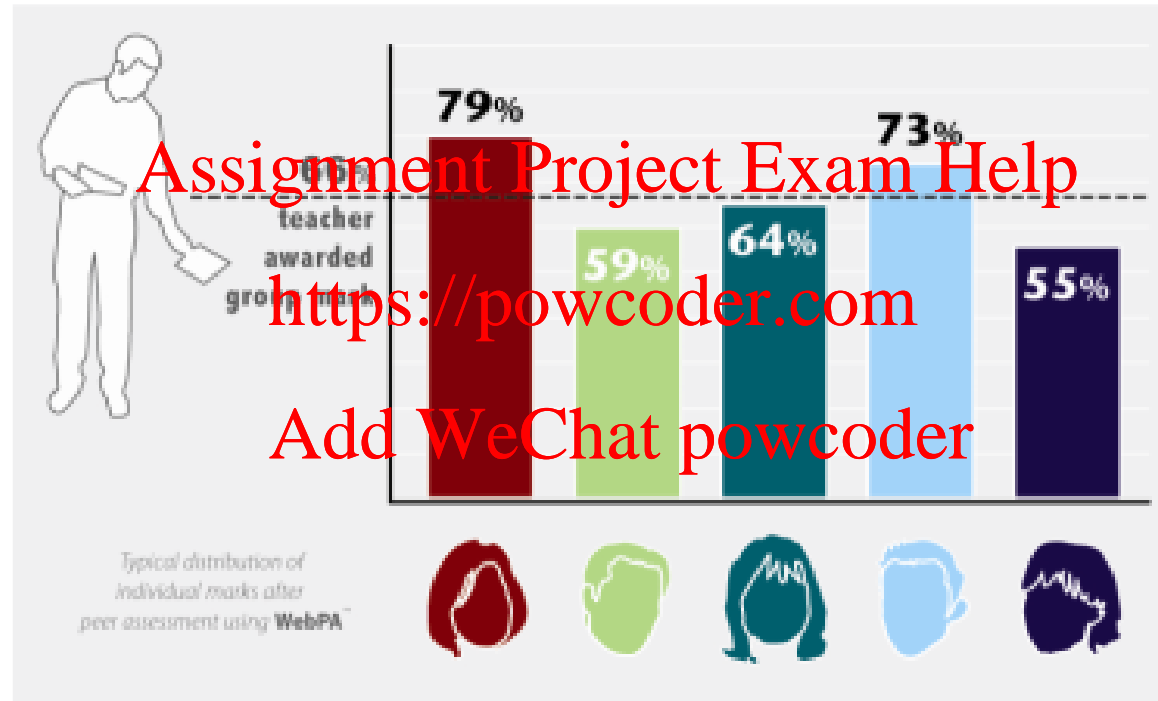
Free Riding Problem



Group Assignments

<https://www.youtube.com/watch?v=U0zOqSRzR-s>

Within-Group Peer Review



Within-Group Peer Review

❑ Equal contribution is expected.

Assignment Project Exam Help

❑ Conflicting/inconsistent/unfair peer contribution review will lead to the group being called in by the LiC. You need to provide evidence + a conflict must have been previously discussed with the group and brought to the attention of the LiC if you are making claims of unequal contribution.

❑ Unequal contribution might lead to redistribution of the marks of the group assignment.

Process for Group Problems

You feel your group members are not equally/timely contributing... What to do:

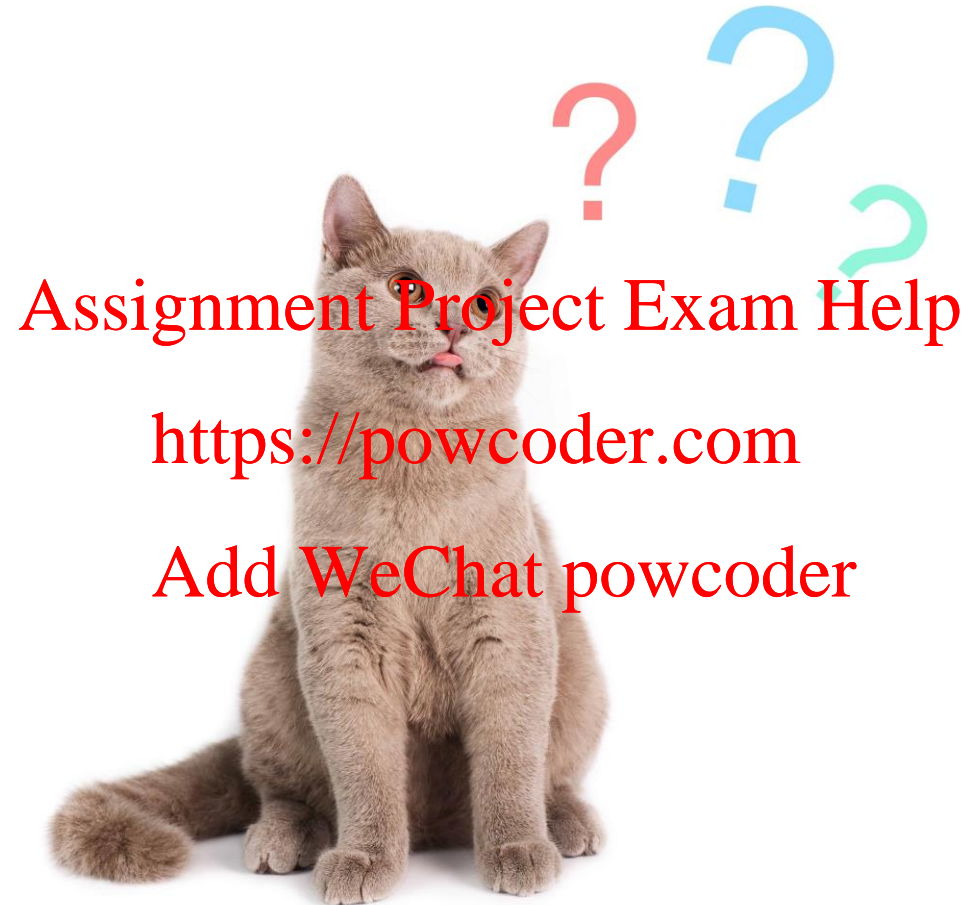
1. Clearly and early address such problems **within the group** (in a meeting, and keep a written record).
2. If that does not help, get your group to see one of the **PASS leaders or tutors** to get advice how to structure work/handle unequal contributions. (if applicable)
3. If that does not help, advice the **LIC**: this will lead to the group being called into office (or via MS Teams) for discussion and advice.
4. If this does not remedy the situation, the **peer review** will re-distribute marks (keep evidence of unequal contributions as well as evidence of having tried to solve the issue, in case that your group members disagree). **Marking group members up/down with peer review is the last option**, getting group members to perform would be preferred.

Peer review will affect your group member's and your own total assignment marks.

Implementation of Within-Group Peer Review

- ❑ **Rate your group members** and your own contribution to the group assignment on **a scale out of 5**:
 - 5 = Significantly above expectations (very strong contribution in terms of quality and quantity, leadership of the project)
 - 4 = Slightly above expectation (strong contribution in terms of quantity and quality)
 - 3 = Meeting expectations (did his/her fair share)
 - 2 = Slightly below expectations (did some work, but could have been more and/or of better quality)
 - 1 = Significantly below expectations (did very little work and/or of poor quality)
 - 0 = Did not participate at all / free riding
- ❑ It is expected that **no major surprises/disagreements should emerge** (unequal or conflicting interpretation of contribution must have been discussed before within group and LiC). If otherwise, such a **conflict must be discussed using the provided peer review form**. A later appeal is very likely to be considered by the LiC.
- ❑ **Ultimate power** to accept or revise peer review marks is with the LiC (after consideration of different viewpoints).

Questions



Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

Source: petcare.com.au