



32558 Business Intelligence

School of Systems, Management & Leadership
Faculty of Engineering and IT
Assignment 1: BI Analysis

B

Overview of Assignment 1

Business

I

In this assignment, you need to choose a topic of your choice either within a theme or an industry or an organisation. The topic need to be narrowed down to a specific scenario and write business functions with a clear scope and boundary. You will conduct a research to find out how BI technologies are used in that case and provide evidences with a complete references. Exploration of existing and possible benefits from BI usage is critical part of this assignment.

Intelligence

Specification:

Weight: 30%

Length: 1000 – 1500 words

Type: Individual

Submission: Online via Turnitin (inside Assessment folder)

Late Submission: 10% per day for a maximum delay of 5 working days

Due: 11:59 PM, Friday, 24th August 2018

Tasks for Assignment 1 and Marking Guide:

Tasks	Descriptions	Remarks	Marks
1	Choose a theme or industry or organisation for your topic and explain why you chose in few sentences. (word limit range/guideline: 50 - 100)	Clarity Reasoning	2
2	Write a scope and boundary of your topic (word limit range/guideline: 50 - 100)	Specificity	3
3	Elaborate the business functions in the chosen area (word limit range/guideline: 150 - 200)	Clarity Depth Appropriateness	5
4	Explore possible scenarios from those business functions that BI can be helpful (word limit range/guideline: 200 - 300)	Understanding Logic	5
5	Search existing use of Business Intelligence for the topic (word limit range/guideline: 200 - 300)	Relevance Quality	5
6	Explain how the BI practices are helping in the given scenario / topic (word limit range/guideline: 200 - 300)	Relevance Clarity Understanding	5
7	Explore other possible use of BI and outcomes in your chosen topic. (word limit range/guideline: 150 - 200)	Appealing Relevance	5
Total			30

Note: Table or Diagrams or pictures are not counted towards the word limit.

UTS Marking Schema	
HD	Work of outstanding quality on all objectives
D	Work of superior quality on all objectives
C	Work of good quality showing more than satisfactory achievement on all objectives
P	Work showing a satisfactory achievement on all objectives
X	Work showing an unsatisfactory achievement on one or more objectives