

Pearson Higher Nationals in

Computing

ASSESSMENT

Unit 14: Business Intelligence

For use with the Higher National Certificate and
Higher National Diploma in Computing

Assignment Brief Number: 2,3 & 4

First teaching from September 2017

Issue 2



Higher National Certificate/Diploma in Computing

Assignment Brief

Student Name/ID Number	
Unit Number and Title	14: Business Intelligence
Academic Year	
Unit Tutor	
Assignment Title	Business Process Support Mechanisms
Issue Date	
Submission Date	
IV Name & Date	

Submission Format
<p>Submission to include:</p> <p>Part 1: Comprehensive table</p> <p>Part 2: The submission is in the form of a ten-minute Microsoft® PowerPoint® style presentation to be presented to your colleagues. The presentation can include links to performance data with additional speaker notes and a bibliography using the Harvard referencing system. The presentation slides for the findings should be submitted with speaker notes as one copy. You are required to make effective use of headings, bullet points and subsections, as appropriate. Your research should be referenced using the Harvard referencing system. The recommended word limit is 500 words, including speaker notes, although you will not be penalised for exceeding the total word limit.</p> <p>Part 3: 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. The recommended word limit is 1,500–2,000 words, although you will not be penalised for exceeding the total word limit.</p>

Unit Learning Outcomes

LO2 Compare the tools and technologies associated with business intelligence functionality.

LO3 Demonstrate the use of business intelligence tools and technologies.

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.

Assignment Brief and Guidance

Unilever is a large organization that manufactures a range of more than 400 brands. When consumers reach for nutritionally balanced foods or indulgent ice creams, affordable soaps that combat disease, luxurious shampoos or everyday household care products, there's a good chance the brand they pick is one of theirs. Seven out of every ten households around the world contain at least one Unilever product, and their range of world-leading, household-name brands includes Lipton, Knorr, Dove, Axe, Hellmann's and Omo. Trusted local brands designed to meet the specific needs of consumers in their home market include Blue Band, Pureit and Suave.

They want their business to grow but they've recognized that growth at the expense of people or the environment is both unacceptable and commercially unsustainable. Sustainable growth is the only acceptable model for their business.

They have three big goals:

- Help more than a billion people to improve their health and wellbeing.
- Halve the environmental footprint of their products.
- Source 100% of their agricultural raw materials sustainably and enhance the livelihoods of people across their value chain.

They know that their products must be sustainable at every stage in their life-cycle, not just in their factories. That means working with others, including their suppliers, consumers, governments, NGOs and other businesses to help create the major changes that are needed to address the biggest challenges facing their world.

As business intelligence has evolved from technologies such as decision support systems (DSS) to include tools and methods associated with data mining, data integration, data quality and data warehousing in conjunction with other information management systems and applications, they have asked from you to educate them about the business intelligence tools for effective decision making to handle their business functions effectively and finally to achieve their expected goals

Part 1

Create a table to Compare the tools and technologies associated with business intelligence functionality for the above organisation.(You need to compare and contrast a range of information systems and technologies that can be used to support organisations at operational, tactical and strategic levels.)

Part 2

Create a presentation to demonstrate the use of business intelligence tools and technologies for the above organisation. For that you need to determine, with examples, what business intelligence is and the tools and techniques associated with it and 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. For that you need to customise the design to ensure that it is user-friendly and has a functional interface. (you should do a research about the categories and examples of the business intelligence tools and the usage of them and should include within the presentation with the suitable screenshots. You should include the examples, diagrams and the summary within the slides and a detailed description within the speaker notes for the given examples, diagrams and the summary notes. For the speaker notes you should 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 with the citations/references within the text)

Part 3.

Create a report for the above organisation to discuss the impact of business intelligence tools and technologies for effective decision-making purposes and the legal/regulatory context in which they are used.

For the above report you should:

- Discuss how business intelligence tools can contribute to effective decision-making.
- Explore the legal issues involved in the secure exploitation of business intelligence tools.
- Conduct research to identify specific examples of organisations that have used business intelligence tools to enhance or improve operations.

(you should 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.)

Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
L02 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.	
L03 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.	M3 Customise the design to ensure that it is userfriendly and has a functional interface.	
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.		
L04 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
P5 Discuss how business intelligence tools can contribute to effective	M4 Conduct research to identify specific examples of organisations that have	

decision-making.	used business intelligence tools to enhance or improve operations.	competitive within the market, taking security legislation into consideration.
P6 Explore the legal issues involved in the secure exploitation of business intelligence tools.		