**COURSEWORK BRIEF:**

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| **Module Code:** | MANG6437 | | **Assessment:** | Individual Coursework | | **Weighting**: | | 100% |
| **Module Title:** | Introduction to Business Analytics and Management Sciences | | | | | | | |
| **Module Leader:** | Stephan Onggo | | | | | | | |
| **Submission Due Date: @ 16:00** | | 26 March 2021 | | | **Word Count:** | | 3000 | |

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| **Method of Submission:** | Electronic via Blackboard Turnitin ONLY  (**Please ensure that your name does not appear on any part of your work)** |

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| *Any submitted after 16:00 on the deadline date will be subject to the standard University late penalties (see below), unless an extension has been granted, in writing by the Senior Tutor, in advance of the deadline.*   |  |  | | --- | --- | | **University Working Days Late:** | **Mark:** | | 1 | (final agreed mark) \* 0.9 | | 2 | (final agreed mark) \* 0.8 | | 3 | (final agreed mark) \* 0.7 | | 4 | (final agreed mark) \* 0.6 | | 5 | (final agreed mark) \* 0.5 | | More than 5 | **0** | |

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| **This assessment relates to the following module learning outcomes:**   |  |  | | --- | --- | | *A. Knowledge and Understanding* | A1. Describing the basic concepts of business analytics and management science;  A2. Explaining the nature of business analytics and management science and relate it to business and management practice. | | *B. Subject Specific Intellectual and Research Skills* | B1. Reflect on issues related to business analytics and management science practice;  B2. Apply the basics of decision analysis to solve business analytics and management science problems;  B3. Plan business analytics and management science processes; B4. Report on business analytics and management science processes in written format. | | *C. Transferable and Generic Skills* | C1. Problem-solve;  C2. Critically think;  C3. Bibliographic. |   3 |

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| **Coursework Brief:**  This coursework consists of two parts. Please submit one document electronically to Blackboard by the above submission deadline. The word limit of 3000 words is for both parts together.  For this coursework, group work and group submissions are not acceptable (though you are, of course, encouraged to discuss the module content and the work with fellow students). This coursework counts for 100% of the total mark for the module.  Part 1 is an exercise in using a business analytics/management science approach (decision analysis) to solve a real-life problem, planning the BA/MS process and reporting on it in written format. Part 2 asks you to write an essay on the ethics of BA/MS. When using references, please follow the Harvard style.  The two parts of the report will be assessed individually, so you should answer them separately. Each part is worth 50% of the total mark for this coursework.  **Part 1: SOLVING A REAL-LIFE PROBLEM USING DECISION ANALYSIS (50%)**  Select a real problem which is of significance to you. It should be a problem which currently requires your consideration, and for which the solution matters to you. The problem may, for example, relate to your education, career, work, pastimes, or domestic life. It may be of great consequence, or relatively inconsequential. It must, however, be a real and current problem, in that you are not certain what to do about it, and that the outcome matters to you. Select a problem which allows you to demonstrate your understanding of decision analysis.  Briefly describe the problem and explain why it matters to you. Approach your problem from a BA/MS perspective and solve it using decision analysis. Plan the process carefully. Utilise ideas you have encountered in the module, together with any other material you feel relevant, to describe and formulate the problem. Inasmuch as you can, model the problem as you see fit and use the model to develop a solution that you find satisfactory. Report on the process.  **Part 2: THE ETHICS AND POLITICS OF BUSINESS ANALYTICS AND MANAGEMENT SCIENCE (50%)**  Write an essay about the following topic: “The ethical and political implications of an algorithm: the case of A-level grading in the UK in 2020”.  For those who are not familiar with the controversy, the following Wikipedia entry provides an introduction to the issue <https://en.wikipedia.org/wiki/2020_UK_GCSE_and_A-Level_grading_controversy>. |

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| **Nature of Assessment:** This is a SUMMATIVE ASSESSMENT. See ‘Weighting’ section above for the percentage that this assignment counts towards your final module mark.  **Word Limit:** +/-10% either side of the word count (see above) is deemed to be acceptable. Any text that exceeds an additional 10% will not attract any marks. The relevant word count *includes* items such as cover page, executive summary, title page, table of contents, tables, figures, in-text citations and section headings, if used. The relevant word count *excludes* your list of references and any appendices at the end of your coursework submission.  You should always include the word count (from Microsoft Word, not Turnitin), at the end of your coursework submission, before your list of references.  **Title/Cover Page:** You must include a title/ cover page that includes: your Student ID, Module Code, Assignment Title, Word Count. This assignment will be marked anonymously, please ensure that your name does not appear on any part of your assignment.  **References:** You should use the Harvard style to reference your assignment. The library provide guidance on how to reference in the Harvard style and this is available from: <http://library.soton.ac.uk/sash/referencing>  **Submission Deadline:** Please note that the submission deadline for Southampton Business School is **16.00 for ALL assessments.**  **Turnitin Submission:** The assignment MUST be submitted electronically via Turnitin, which is accessed via the individual module on Blackboard. Further guidance on submitting assignments is available on the [Blackboard support pages](https://elearn.southampton.ac.uk/blackboard/student/submit_tii/).  It is important that you allow enough time prior to the submission deadline to ensure your submission is processed on time as **all** late submissions are subject to a late penalty. We would recommend you allow 30 minutes to upload your work and check the submission has been processed and is correct. Please make sure you submit to the correct assignment link.  You will know that your submission has completed successfully when you see a message stating **‘Congratulations – your submission is complete…’**. It is vital that you make a note of your **Submission ID (Digital Receipt Number)**. This is a unique receipt number for your submission, and is proof of successful submission. You may be required to provide this number at a later date.  We recommend that you take a screenshot of this page, or note the number down on a piece of paper.  You should also receive an email receipt containing this number, and the number can be found after submitting by following [this guide](https://elearn.southampton.ac.uk/blackboard/student/tiisubid/).  This method of checking your submission is particularly useful in the event that you don’t receive an email receipt.  You are allowed to test submit your assignment via Turnitin before the due date. You can use Turnitin to check your assignment for plagiarism before you submit your final version. See “[Viewing Your Originality Report](https://elearn.southampton.ac.uk/category/turnitin/originality-reports/)” for guidance. Please see the Module Leader/lecturer on your module if you would like advice on the Turnitin Originality report.  **The last submission prior to the deadline will be treated as the final submission and will be the copy that is assessed by the marker.**  **It is your responsibility to ensure that the version received by the deadline is the final version, resubmissions after the deadline will not be accepted in any circumstances.**  **Important: If you have any problems during the submission process you should contact ServiceLine immediately by email at** [**Serviceline@soton.ac.uk**](mailto:Serviceline@soton.ac.uk) **or by phone on +44 (0)23 8059 5656.**  **Late Penalties:** Further information on penalties for work submitted after the deadline can be found [here](http://www.southampton.ac.uk/assets/imported/transforms/content-block/UsefulDownloads_Download/15359ED8942444C3A172DE55B7F4D75A/Late%20Submission.pdf).  **Special Considerations:** If you believe that illness or other circumstances have adversely affected your academic performance, information regarding the regulations governing Special Considerations can be accessed via the Calendar:<http://www.calendar.soton.ac.uk/sectionIV/special-considerations.html>  **Extension Requests:** : Extension requests along with supporting evidence should be submitted to the Student Office as soon as possible before the submission date. Information regarding the regulations governing extension requests can be accessed via the Calendar: <http://www.calendar.soton.ac.uk/sectionIV/special-considerations.html>  **Academic Integrity Policy**: Please note that you can access Academic Integrity Guidance for Students via the Quality Handbook: [http://www.southampton.ac.uk/quality/assessment/academic\_integrity.page?](http://www.southampton.ac.uk/quality/assessment/academic_integrity.page). Please note any suspected cases of Academic Integrity will be notified to the Academic Integrity Officer for investigation.  **Feedback:** Southampton Business School is committed to providing feedback within 4 weeks (University working days). Once the marks are released and you have received your feedback, you can meet with your Module Leader / Module Lecturer / Personal Academic Tutor to discuss the feedback within 4 weeks from the release of marks date. Any additional arrangements for feedback are listed in the Module Profile.  **Student Support**: Study skills and language support for Southampton Business School students is available at: <http://www.sbsaob.soton.ac.uk/study-skills-and-language-support/>. |

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| **External Examiner:** |  | |
| **External Examiner Comments:** | | |
| **Final Approval by External Examiner Date:** | |  |
| **Module Leader Response to External Examiner:**  **(Please note these comments are REQUIRED and will be sent to the External Examiner)** | | |
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