

Dublin Business School Assessment Brief

Assessment Details

Unit Title:	Information Systems Development & Management
Module Code:	B8IT114
Lecturer:	Ehtisham Yasin
Level:	8
Assessment Title:	Developing an Information System for a Holiday Travel company
Assessment Number:	1
Assessment Type:	Project
Restrictions on Time/Length:	4000 Words +/- 10%
Individual/Group:	Group (max group size of 3)
Assessment Weighting:	50%
Issue Date:	13 th Aug 2024
Hand In Date:	6 th Sep 2024 23:59
Planned Feedback Date:	Hand in date plus 3 weeks
Mode of Submission:	On-line via Moodle ONLY

Assessment Task

Important: This is a group assignment. You must include a section headed “Individual Contributions” in your report. This section must be present in each report identifying clearly each individual’s contributions to the major units of work that constitute your project, including involvements in discussions and which activities each person took a leading role in. Activities must be clearly mentioned. You may lose marks if you do not include this section.

Read the following case study and address the tasks given in groups of 2 – 3 people:

John has been asked by his partners in “Horizon Holidays” to set about modernising the company. The company employs 20 staff and is known to have a good reputation with its faithful customers who would generally return to book their summer holidays at home or abroad, or just to book a short break in a European city. However, due to a paper-based filing system, maintaining customer information and flight details can be time-consuming and a lot of duplication occurs across the business. Also, creating reports to gain valuable insights into the performance of the business has often been inaccurate, leading to suboptimal decision-making.

John wants to drive the growth of the company. He wants to keep the old faithful customers but attract new ones as well. He is familiar with the services that the Web can perform and is prepared to enlist some help to introduce information systems to help grow the business.

To automate the business and establish a Web presence, he wants to have an information system that lists available Hotels, apartments and flights. All information on the number of rooms for both hotels and apartments which would also include square footage for both. In respect of flight information, flight availability and location to the nearest airport for its perspective customers will also be required. For apartment rentals in particular, the system should record the terms of the contract such as duration, required deposit, and so on. The system should also collect customer information such as preferences, the price range that they can afford, and personal information (name, address, etc.). Preferences include location, size, apartment or house, number of rooms and bathrooms, parking availability and the like.

The system should be able to match customers’ preferences with holidays offerings and, if it cannot find an exact match, should offer the closest matches. The system should be able to assist customers with finding car rental agencies at their chosen location and will need to provide a list of agencies complete with personal information such as name, phone number, and cars available. Customers might also need help with car insurance, car excess and sat navigation options. Whereby the car rental agencies would need assistance with validating a customer’s passport and driver licence, in order to allow the hiring of car’s specifically, for customers of Horizon Holidays.

John has recruited you as a team of consultants to make detailed recommendations to develop an information system for the presence of his Holiday company on the Web. The system must be secure, reliable and fit for purpose. As a team you must state any assumptions you have made and there should be scope for further and future integration. There is a modest budget to encompass capital spend, installation and on-going support and maintenance of a suitable Information System to meet the specific requirements.

John has a limited budget, and he would also like generic recommendations from the team on how best to utilise and integrate Cloud Computing services into the day-to-day operations to improve management, productivity and efficiency.

Please be aware that, as in real life, there are missing details in the above brief, e.g., security, registration, etc. Perhaps you won't need these--

Tasks:

Report (100 marks, 50% weighting)

- You are allowed to read into, and between-the-lines of the details given above but not contradict anything there. Reasonable assumptions can be made and should be stated clearly in your report.
- **Your report should clearly outline why you are choosing the proposed information system solution and how it matches up to the needs of the company.** This should also include why you rejected alternative options.

Your recommendations to develop an information system for John's considerations must include the following:

- Background and Preliminary research for the possible information system solutions that match the requirements
 - Estimate costs of your proposed solution, against an alternative and a comparative analysis of each. (Use MS Excel or similar)
 - Detail and justify the systems development methodology approach to be used

(5+5 = 10 marks)

- Detail the Proposal for the New System
 - Vision and Goals
 - Identification of stakeholders
 - Constraints and assumptions made
 - Outline your preferred design strategy option

(3+1+1+2 = 7 marks)

- Project Plan—consider the process model you are using:
 - Waterfall/plan-driven: you will need to provide a Gantt chart for the entire project end-to-end

- Iterative/Agile approach, then you need to provide details of the first iteration/sprint including a task list, estimated duration and resources responsible to implement the given tasks (assume your iteration/sprint is 3 weeks long)—remember that we do not do big up-front specification and design work in iterative/Agile approaches.
- Hybrid Waterfall/iterative approach: I suggest one where the specification and high-level design is done using Waterfall, while low-level design and coding are carried out in iterations. Again, you will need to have a full Gantt plan for the Waterfall component, and then a detailed task list for the first iteration (see Iterative/Agile task list instructions above).
- You can either use MS Project or MS Excel or similar for the planning component.

(18 marks)

- Requirements Specification
 - Functional vs non-functional
 - Use Cases (both narrative form and diagram form. For the narrative form of the use cases, pick any 1 use case from your diagram—your diagram should identify all use cases.)

(5+10=15 marks)

- System Analysis and Design
 - System Specification
 - Sequence Diagram

(10 marks)

- System Development /Implementation
 - Class Diagram

(10 marks)

- Conclusion
 - Future possibilities i.e. how the solution might evolve with the business in the near to mid future.

(10 marks)

- Bibliography

(5 marks)

- Precise and Well-structured Report
 - Marks will be awarded based on structure, clarity, writing style, diagrams.

(5 marks)

- Technical merit and evidence of research

General Requirements for Students:

1. A proportion of assessment marks is allocated to presentation. All assignment scripts must be word-processed, with word count noted.
2. An Assignment Submission Form must be securely attached to each assignment prior to submission.
3. Assignment scripts must be submitted online at or before the stated deadline.
4. All relevant provisions of the Assessment Regulations must be complied with.
5. Extensions to assignment submission deadlines will not be granted.
6. Students are required to retain a copy of each assignment script submitted, and the submission receipt until reception of a transcript indicating the mark awarded.
7. Assignments must be professionally packaged and presented.
8. Where a submission involves diskettes, it is the submitting students' responsibility to ensure the disk is fully working and to retain a copy. The use of Sellotape or other adhesives on the diskette is not acceptable.
9. Assignments that exceed the word count will be penalised.
10. Students are required to refer to the assessment regulations in their Student Guides and on the Student Website.
11. Dublin Business School penalises students who engage in academic impropriety (i.e. plagiarism, collusion and/or copying). Please refer to the attached referencing guidelines for information on correct referencing.

What is referencing and why is it necessary?

Referencing is a **standard** method of **acknowledging** the **sources of information** you have consulted. Anything – words, figures, graphs, theories, ideas, facts – originating from another source and used in your assignment must be referenced (i.e. acknowledged)

- To avoid plagiarism
- So that the reader can verify quotations

Assignment example:

You are writing an assignment about “**Communications in Organisations**” and you have consulted a book by Henry McClave, called “*Communications for Business*”. In this book you have found a quotation that you want to include in your assignment. You do that as follows:

“The ability to communicate effectively is often cited as the key characteristic of the successful manager or administrator” (McClave, 1997: 1)

The following is an example of the bibliographic entry when using the Harvard Business Style:

<i>Year of publication</i>	<i>Edition of publication</i>	<i>Publishers</i>
<div style="border: 1px solid black; padding: 10px;"> <p>Bibliography</p> <p>McClave, Henry. 1997. <i>Communication for business</i>. 2nd ed. Dublin. Gill and Macmillan.</p> </div>		

<i>Author</i>	<i>Title of publication</i>	<i>Place of publication</i>
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What information do I need for proper referencing?

- An acknowledgement within the body of your essay should include the **name of the author**, the **date of publication** and the **page numbers**, e.g. (Forde, 2001: 73-74)
- At this point – known as “in-text referencing” you are only giving the reader the author, date of publication and page reference of the source. The full details should be included in the bibliography.

Paraphrasing and quoting – what’s the difference?

Paraphrasing involves writing someone’s ideas in your own words – not verbatim e.g.

- Anderson (1987: 73-74) advances three arguments against the death penalty. He contends that the death penalty is inhuman and no society that purports to be civilised can condone it. It has never been proved that the death penalty acts as a deterrent, and, furthermore, many innocent people have died in vain for crimes committed by others.

Quoting involves writing the exact words of the author directly from the book or journal e.g.

- “My arguments against the death penalty are three-fold. To do away with any human being is uncivilised and inhuman. There is no proof that the death penalty acts as a deterrent to heinous criminal acts, and it is a documented fact that many innocent men and women have been wrongly sentenced for the crimes of others” (Anderson, 1987: 73-74)

Writing a bibliography

A bibliography is a list of books, journal articles, newspaper articles or any other printed or electronic resource referred to by an author. It normally requires the following information, all of which can be found inside the book or on the library OPAC:

- Name of the author
- Date of the publication or resource
- Title of the publication or resource
- Edition of the publication or resource
- Place of publication or resource
- Publisher

The following provides examples on how material should be entered in a bibliography:

Journal article

In this example the volume of the journal (=14), issue number (=2), page numbers (=131-143) and date (=June 2003)

- Caldwell, Raymond. 2003. Models of agency change: a fourfold classification. *British Journal of Management*, 14. (2): 131-143, June 2003

Note that the *title of the journal* is italicised and not the title of the article.

Internet

The important point to remember in this bibliographic note is to enter the date the website was accessed e.g. 4 September 1996

- McKiernan, G. 1996. *Project Aristotle(sm): automated categorisation of Web resources*. [Online]. Available: <http://www.public.iastate.edu/~CYBERSTACKS/Aristotle.htm> [4 September 1996]

Electronic Database

In this example the title of the journal in which the article has been published (*Journal of Management Studies*) is in italics. The name of the database and the article reference number (if any) should be given in square brackets.

- Roche, William K. 1999. In search of commitment-oriented human resource management practices and the conditions that sustains them. *Journal of management studies*, 36 (5) 653 [Abstract in the InfoTrac database]