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Cardiff School of Technologies

### Assessment

### Brief

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| Module Code | Module Title |
| CIS7026 | Business Process and Data Analysis |
| Academic Year | Semester |
| 2022\_23 | S1 |
| Module Leader email | |
| [PRajaram@cardiffmet.ac.uk](mailto:PRajaram@cardiffmet.ac.uk) | |

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# Assessment Details

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| Assessment title | Abr. | Weighting |
| Report | WRIT1 | 100% |
| Pass marks are 40% for undergraduate work and 50% for postgraduate work unless stated otherwise. | | |

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| Task/assessment brief: | |
| Assume your role as a business analyst in a multinational e-commerce company (like Amazon, Walmart etc). As a business analyst you must prepare a report on 4000 words equivalent by analysing the company’s business processes, various business strategies used and their business growth rate etc. You can choose any global business organization providing ecommerce services and define the scope of your investigation. The purpose of the report is to discover, analyse and comment on the inadequacies in the company’s business processes (or analyse needs) with suitable tools and techniques and suggest on how the business processes can be enhanced to improve the business further.  You need to select, apply, and evaluate the suitable techniques and tools for the following activities  1.Strategy analysis  2.Investigate situation  3.Analyse needs  4.Consider Perspectives (understanding stakeholder perspective)  5.Modeling the business processes  6.Defining the solution  Describe about the company’s Global business strategy, Growth strategy and Marketing strategy etc and perform strategic analysis using suitable techniques and tools (Internal, External Environment or SWOT Analysis). Investigate the current situation by analysing the business processes involved, challenges or constraints in current scenario and the operational performance etc using suitable techniques and tools. Also add justification of your chosen package of techniques and tools. You need to analyze the needs i.e identify where improvements can be made to the business system by analysing the activities and business processes. You also need to analyse stakeholders’ perspectives on the business using suitable techniques. Finally, by gathering the requirements (socio technical and functional) a business model can also be suggested also justify how the suggested business model or solution will improve the business. The content of the report should be organized accordingly in appropriate format. You can cite the sources you refer during your study about analysing business processes in respective sections of report.  The Assessment task is divided into 2 subsections  I. Business Process Analysis  2.Business Data Analysis  **Part 1: Business Process Analysis (7*5% weight for the Final grade – 3000 words)***  **Task 1 (500 words):** An introduction that includes a background information about the business organization, strategic goals of the company, their business model etc. A brief description on the business processes involved and their growth rate or operational performance over period. Cite relevant sources in appropriate places to justify the information mentioned.  **Task 2(2000 words)**  An application to the scenario of your chosen package of techniques and tools for all mentioned activities (Strategy analysis, Investigate situation, Analyse needs, Consider Perspective, Modelling the business processes, Defining the solution) produced using a CASE tool if appropriate, together with assumptions and appropriate description/documentation\*  **Task 3 (500 words):** Comments and observations on the inadequacies of the current system also include recommendations for further improvement in business  ***Part 2: Business Data analysis (25% weight for the Final grade – 1000 words)***  Students could use either a dataset from the business analysis they made in Part 1 of this assessment, or you can choose relevant dataset supporting your study or choose from the pool of datasets given by the module leader and analyse the data and present insights about the business using data analysis tool (using any Python IDE (or) Power BI). Students should confirm the data set with the module leader by 11th week of module.  **Task 1:** Introduction  **Task 2:** Application (Business insights, Comments, observations, and recommendations)  **Task 3:** Conclusion | |
| Word count (or equivalent): |  |
| The word count of the WRIT1 report should be 4000 words equivalent  Part1-3***000 words*** equivalent  Part 2-***1000 words*** equivalent | |

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| Academic or technical terms explained: |
| CASE tools -Computer Aided Software Engineering tools |

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# Submission Details

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| Submission Deadline: | This will be provided on the Moodle submission point. |  | This will normally be 20 working days after initial submission. |
| Submission  Time: | By 4.00pm on the deadline day. |  | |
| Moodle/Turnitin: | **Any assessments submitted after the deadline will not be marked and will be recorded as a non-attempt unless you have had an extension request agreed or have approved mitigating circumstances. See the School Moodle pages for more information on extensions and mitigating circumstances.** | | |
| File Format: | The assessment must be submitted as a pdf document (save the document as a pdf in your software) and submit through the Turnitin submission point in Moodle.  **Your assessment should be titled with your:**  **student ID number, module code and assessment ID,**  **e.g. st12345678 BHL5007 WRIT1** | | |
| Feedback | Feedback for the assessment will be provided electronically via Moodle. Feedback will be provided with comments on your strengths and the areas which you can improve. View the [guidance](https://learn.cardiffmet.ac.uk/mod/glossary/showentry.php?courseid=8107&eid=9581&displayformat=dictionary) on how to access your feedback.  All marks are provisional and are subject to [quality assurance processes](https://outlookuwicac.sharepoint.com/:b:/s/QED/Ec3kYQQeEHdKrCbo_tJnr2kBomIiiLINmPebUgvTUljq9Q?e=a0G2z5) and confirmation at the programme Examination Board. | | |

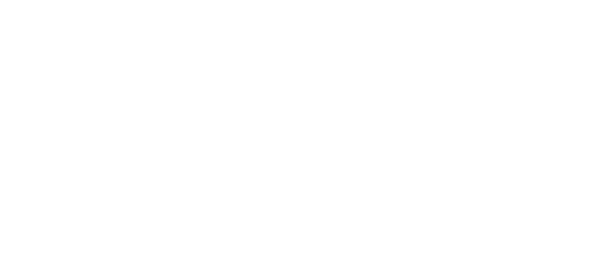
# Assessment Criteria

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| Learning outcomes assessed |
| |  | | --- | | **Learning Outcomes** | | [LO1] Critically evaluate, and reflexively apply, methods, techniques, and tools for assessing, controlling and improving organizational processes.  [LO2] Critically demonstrate an appreciation of issues relating to the analysis of business processes in Organizations.  [LO3] Synthesize information and create appropriate visual representations of their analysis via use of an appropriate tool |  |  |  | | --- | --- | | **Assessment Criteria** | **100%** | | **Part 1:** Task 1 (LO1) | 12.5% | | Task 2 (LO1, LO2, L03) | 50 % | | Task 3 (LO3) | 12.5% | | **Part2:** Task1 (LO1) | 5 % | | Task 2 (L02,LO3) | 15% | | Task 3(LO3) | 5% | |
| Other skills/attributes developed  This includes elements of the Cardiff Met EDGE (Ethical, Digital, Global and Entrepreneurial skills) and other attributes developed in students through the completion of the module and assessment. These will also be highlighted in the module guidance, which should be read by all students completing the module. Assessments are not just a way of auditing student knowledge. They are a process which provides additional learning and development through the preparation for and completion of the assessment. |
| |  |  | | --- | --- | | Ethical | The knowledge on analysing the business processes and gathering the requirements to improve business will provide the skills required to consider the ethical requirements while designing the business model for the organization | | Digital | The knowledge and skills required for the role of Business Analyst to perform data-driven business analysis with creative recommendations on improving business (based on socio technical and functional requirements) will be developed. | | Global | Exposure to the role of business analyst by analysing operational performance of Global business organization. | | Entrepreneurial | The expertise on evaluating business processes and modelling business architecture provides the skills to manage business planning and operations and to become entrepreneur | |

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| Marking/Assessment Criteria |
| |  |  | | --- | --- | | **70 – 100%**  **(Distinction)** | A very comprehensive technically correct submission. All major aspects of the assignment covered. Clear expression of ideas. A very high standard of presentation. All problems identified and solutions are feasible and within the restrictions of the assignment. All sources acknowledged and referenced to a high standard. | | **60-69%**  **(Merit)** | Most major aspects of the assignment covered with supporting explanation and discussion of their roles. Some minor technical errors and misconceptions. Good identification of problems and good solutions. Good presentation and standard of referencing. | | **50-59%**  **(Pass)** | Demonstrates mastery of a complex and specialised area of knowledge but is frequently descriptive and based on given sources. There is limited evidence of independent thinking. | | **40-49%**  **(Narrow Fail)** | Demonstrates limited knowledge and understanding of the field of study relevant to the task. Factual inaccuracies, errors and misconceptions are evident in important areas and elements of the assessed work may be irrelevant to the task. | | **0-39%**  **(Fail)** | The level of attainment that falls well below the standard required to pass a Master degree. The work presented for assessment may be very poor, incomplete and/or irrelevant and will demonstrates a serious lack of comprehension and/or engagement with the set task. Students awarded marks within this band may have misunderstood or misinterpreted the set task. No learning outcomes are met in full although there may be minimal attainment in relation to one or two. | |
| Further Information on assessment, referencing and grading can be found in the Module Handbook (on Moodle) |

Marking/Assessment Criteria

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|  | **0-39% Fail** | **40-49% Narrow Fail** | **50-59% Pass** | **60-69% Merit** | **>70% Distinction** |
| Literature Review & Research about the business organization  **(5%)** | Little to no evidence of research is given about the business organization. | Only basic research is evident about the business organization. | A good body of research is given. The basic key strategies used in the business organization have been investigated, but the discussion could be expanded. | A very good body research is given. A set of key strategies followed in the business organization have been investigated. The discussion could be expanded. | An excellent good body of research is given. All major business strategies have been investigated; A detailed complete discussion is given. |
| Knowledge and understanding **(20%)** | Little to no understanding of business processes involved in the organization and no understanding on how the requirements are gathered for designing business model. Little to no understanding on use of appropriate tools for analysing the business processes. | A poor understanding of business processes involved in the organization and on how the requirements are gathered for designing business model. Poor understanding on use of appropriate tools for analysing the business processes. | Some understanding of business processes involved in the organization and on requirements gathering is evident, but this need to be expanded upon; Some understanding of methods and tools available for analysing business processes is evident. | A very good understanding of business processes involved in the organization and on requirements gathering is evident; A very good understanding on identifying suitable methods and tools available for analysing business processes is evident. | An excellent understanding of business processes involved in the organization and on requirements gathering is evident; An in-depth knowledge and understanding on methods and tools available for analysing business processes is evident. |
| Analysis and Synthesis **(60%)** | A very basic analysis is done on the sequence of business processes involved in the organization. The report does not convey sufficient information about the inadequacies in the business processes. Little to no understanding on methods used for data analysis. | A very basic analysis is done on sequence of business processes involved in the organization. but the discussion needs to be significantly expanded. Little to no use of suitable methods to analyse and justify the inadequacies in the business processes and to visualize the results of data analysis. | A detailed analysis is done on examining the business processes to identify the inadequacies in the business organization, but this needs to be expanded. Good use of suitable methods to analyse the sequence of business processes, justify the inadequacies in the business processes but not all processes are considered. Visualization of data analysis part is done clearly. | A very good analysis on examining the business processes to identify the inadequacies in the business organization is done. Very good use of suitable methods to analyse the sequence of business processes, justify the inadequacies in the business processes, but this could be expanded. A very good visualization of data analysis part is done. | An excellent analysis on examining the business processes to identify the inadequacies in the business organization is done. Excellent use of suitable methods to analyse the sequence of business processes, justify the inadequacies in the business processes. A Complete data analysis with excellent visualization of results is done. |
| Conclusion &Presentation **(15%)** | No summary on inadequacies in business processes and no suggestions on refining the business processes to further define the solution or design the business model. Summary on insights from data analysis part is not evident. The structure of the document is not organized. | Basic summary on inadequacies in business processes is evident, no suggestions on refining the business processes to further define the solution or design the business model. Basic insights from data analysis part is evident The structure of the document is not coherent and difficult to follow. | A Good summary on inadequacies in business processes and good suggestions on refining the business processes to further define the solution or business model is mentioned. Good summary on insights from data analysis part is evident. The document has a good structure, but this could be improved and made more clear in places. | A very good summary on inadequacies in business processes and very good suggestions on refining the business processes to further define the solution or design business model is mentioned. A very good summary on insights from data analysis part is evident. The structure of the design document is clear A very good set of references is given. | An excellent summary on inadequacies in business processes and very good suggestions on refining the business processes to further define the solution or design business model is mentioned. An excellent summary on insights from data analysis part is evident. The structure of the document is clear and more organized. An excellent set of references is given. |

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