



**UNIVERSITY  
OF LONDON**

## **Completing and submitting coursework and projects**

**2022–2023**



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

University of London  
Stewart House  
32 Russell Square  
London WC1B 5DN  
United Kingdom  
[www.london.ac.uk](http://www.london.ac.uk)

Published by: University of London  
© University of London 2022

---

# Contents

---

1. Introduction.....	1
2. General requirements for students submitting coursework .....	1
3. Importance of the submission declaration .....	2
4. How to submit your work online and make use of plagiarism detection software .....	2
5. Notes on individual courses.....	4

---

## Notes

## 1. Introduction

Students taking the following courses are required to submit a project report or items of coursework as part of their assessment:

- **IS1060 Introduction to information systems**
- **IS2182 Innovating digital systems and services**
- **IS2184 Information systems management**
- **IS3159 Research project in information systems**
- **ST2187 Business analytics, applied modelling and prediction**
- **ST2195 Programming for data science**
- **ST3188 Statistical methods for market research**
- **ST3189 Machine learning.**

Information and instruction on the content, structure and format of the work required for assessment is given in the subject guide for each course. This booklet gives further information on preparing the work for submission.

You **must** submit your coursework online via the virtual learning environment (VLE).

## 2. General requirements for students submitting coursework

- It is **your** responsibility to undertake and submit the required coursework by the due date.
- The work that you submit must be your own and you will tick a box to confirm this when you submit on the VLE. If your work contains any material taken from other sources then you must acknowledge these sources and give full and appropriate references.
- Students must **not** work together on their projects. If two or more students submit the same or similar work, the Examiners will treat this as **plagiarism**. Although students who are taught together may learn similar techniques and approaches and use them in their assignments, they must prepare and submit their own work based on their own applications and their own analysis.
- In order to pass courses **IS1060 Introduction to information systems, IS2182 Innovating digital systems and services, IS2184 Information systems management, ST2187 Business analytics, applied modelling and prediction, ST3188 Statistical methods for market research and ST3189 Machine learning**, students must satisfy the Examiners both in the unseen written papers and in the coursework component.
- Only in exceptional circumstances will the University consider work submitted after the coursework due date (which varies by course – see the course VLE pages for details).

- Your work will be assessed by the Examiners against the requirements set out in the relevant subject guide. Marks will not be obtained for work that goes outside the requirements set down there. You are therefore urged to read the subject guide carefully, and to follow the instructions and guidance given. You are also urged to look at the *Examiners' commentaries* for previous years for further guidance.
- For all items of coursework, the presentation and layout of the work must be carefully considered. Examiners can only award marks for work that they can understand. It is therefore very important to take care over the layout and structure of submitted work and to ensure that your use of English is of the highest standard.

---

### 3. Importance of the submission declaration

When you submit work to the University via the VLE, you will declare that the work you are submitting is your own and that you have acknowledged the use of material from any other source. As the declaration on the submission form makes clear, you are reminded that:

- The work you submit must be your own. Students who submit coursework or a project that contains material from books or other sources without acknowledgment are plagiarising. You must take particular care to document and acknowledge all material that comes from the internet.
- You must not work with other students when you are preparing your assignments or your project report. If two or more students submit the same or similar work, the Examiners will treat this as plagiarism.
- **The penalties for plagiarism are severe!** If you are unsure what plagiarism is or how to avoid it, then please refer to the 'Study Skills' course on the VLE.

---

### 4. How to submit your work online and make use of plagiarism detection software

You **must** submit your coursework via the VLE by the due date.

You can access the VLE via the Student Portal at:  
<http://my.london.ac.uk>

You should have received your login details for the online Student Portal with your official offer, which was emailed to the address that you gave on your application form. As soon as you register, you will automatically be granted access to the VLE, Online Library and your University of London email account.

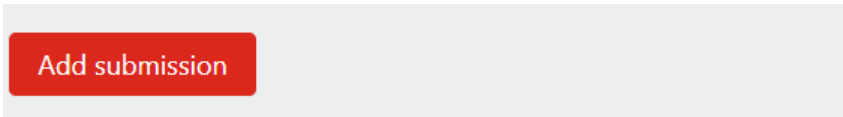
If you have forgotten these details, please click on the 'Forgotten your password' link on the login page.

Once logged into the VLE, click on 'My Courses' at the top to find your course. The 'Submit your coursework' section will appear in the course menu. This section contains information specific to your course, so be sure to read it carefully before submitting.

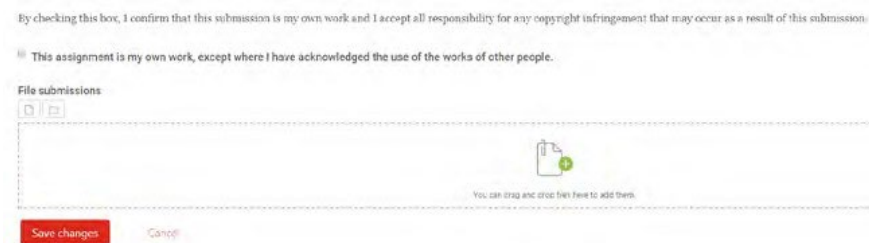
The submission link will look similar to the image below:



Once you click on this link, a new page will load where you will need to click on 'Add submission' as shown below.

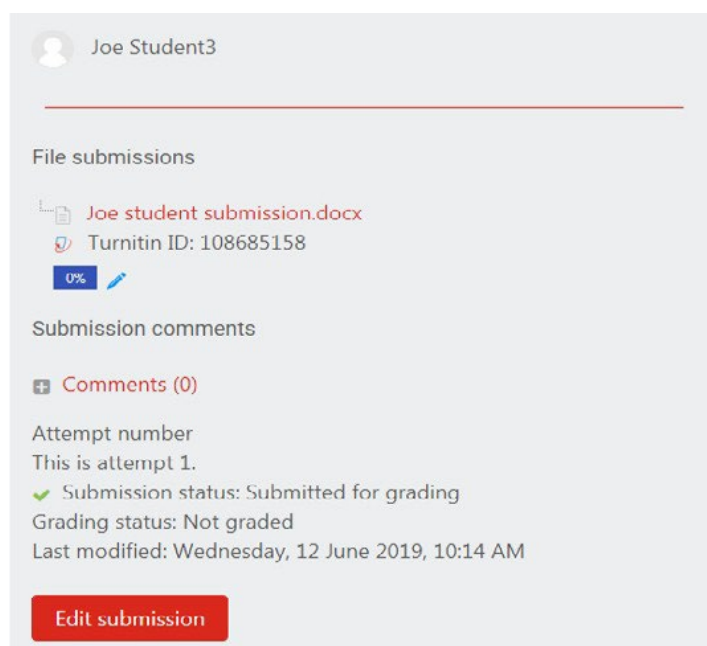


You will then be directed to a page where you can either drag or drop your coursework files, or click to upload them. After the files have uploaded, check they are correct and then click the box to confirm the coursework is your own work and click 'Save changes'.



All submissions are automatically checked by a plagiarism detection system called *Turnitin*. This compares your work to other texts in its database and reports back on any similarities that it finds. You can use this to carry out your own check on your work in advance, in order to help you to avoid plagiarism.

Once you have uploaded your coursework, the submission page will show your submitted file(s) together with a 'similarity percentage' (please note that this can take up to 24 hours to appear or update). You can then click this percentage to view a more detailed 'match overview' to see what similarities were found.



The match overview will highlight passages identified as possible plagiarism in your coursework. It is up to you to interpret this report properly. The highlighted sections indicate where text in your submission is the same as text found elsewhere. In order to interpret the report, you need to decide whether these matches indicate a problem: have you copied somebody else's writing, or is there another reason? **Do not focus on the overall percentage**; concentrate instead on what has been highlighted, and why. For example, you may be getting a match on references in your bibliography, particularly if you have obtained them from a library catalogue such as Endnote. All other things being equal, the Examiners view references positively; however, if you take ideas from a book or journal article, you **must** reference it. If you take a phrase or sentence from a book, as a quotation, you **must** place it in quotation marks, and give a full reference. But you should not, in general, expect to take too much material as direct quotes. The task you have is to read, understand and synthesise the material so that you can express the ideas you have found in your own words, and bring your own judgement and interpretation to bear. If you are in doubt, please email [uolip.vle@lse.ac.uk](mailto:uolip.vle@lse.ac.uk) to ask for assistance.

**Important:** You may resubmit your coursework as often as you wish until the coursework deadline. However, once you submit a second or third file, this will overwrite and replace your previous submission and similarity report. Second or subsequent submissions will require a 24-hour wait before the similarity report begins processing. Only the latest submission will be available to you; previous versions are removed.

You can submit (the document parts of) your coursework in any of the following formats:

- Microsoft Word (.doc or .docx)
- portable document format (.pdf)
- HTML (.htm)
- plain text (.txt)
- rich text format (.rtf).

Save your file with a new filename. **This filename should be your student registration number.** Make sure that you preserve the original file extension (e.g. '.pdf' or '.doc') when you rename the file.

The uploaded file(s) must contain the full content of your report and any appendices (where relevant).

The upload limit is 256 MB; if your coursework is over this limit, you may be able to reduce the file size by converting the document to a PDF.

---

## 5. Notes on individual courses

### 5.1 IS1060 Introduction to information systems

**Due date: 1 March**

For course **IS1060 Introduction to information systems** there are two individual items of work required to make up the coursework, full information on which can be found in the subject guide.

There is no requirement to submit either spreadsheet or database programs. The Examiners will **not** look at any such work if it is submitted. The Examiners are solely interested in the report for each item.

To submit the coursework online, visit the course **IS1060 Introduction to information systems** on the VLE, and follow the instructions provided earlier in this document.



In the subject guide it is suggested that each element of this project work (database and spreadsheet) can be achieved within six pages of text, including some figures and screenshots. The maximum size for each element of the coursework that the Examiners will read is eight pages, including all figures and screenshots. You should note that it is a central part of the assignment to be able to express a system design within

such page limits, and the Examiners do not look favourably on overlong submissions. They also expect legible figures, screenshots and diagrams that are referred to and explained in the text.

## 5.2 IS2182 Innovating digital systems and services

**Due date: 2 May**

For course **IS2182 Innovating digital systems and services**, the subject guide describes three 'deliverables': a project proposal, development documentation and a final report. All three deliverables should be submitted within a **single document**.

You **must** also submit a digital copy of the document, via the VLE, in one of the approved formats listed in Section 4 of this document. To submit the complete report online, visit the **IS2182 Innovating digital systems and services** VLE course page, and follow the instructions provided earlier in this document.

## 5.3 IS2184 Information systems management

**Due date: 1 March**

For course **IS2184 Information systems management** there is one individual essay (2,500 words) to be submitted as coursework. The essay, full information on which can be found on the VLE, will count for 40 per cent of the final mark.

To submit the coursework online, visit the **IS2184 Information systems management** VLE course page, follow the instructions provided earlier in this document.

## 5.4 IS3159 Research project in digital innovation

**Due date: 2 May**

This course requires students to submit a report on their own chosen project. The subject guide gives a great deal of general advice on choice of topic, structure and presentation.

**Reminder:** Your report must include a Topic Area Proposal and a Project Specification as the first two appendices (see Chapter 2 of the subject guide for more details).

To submit the coursework online, visit the course **IS3159 Research project in digital innovation** on the VLE and follow the instructions provided earlier in this document. You are required to submit your project report **and** a project summary form.

You are reminded that, for this subject, the Examiners are looking for evidence that you have undertaken a research-oriented project with direct relevance to the field of information systems, and which draws upon that field's literature. This may be achieved in a number of ways: for example, with a purely theoretical project, with a case study, through policy-oriented work or by some applied work within an organisational setting.

However, in each case the Examiners expect to see evidence of links between your work and the literature of information systems and debates within the field. This can only be satisfactorily demonstrated by careful use

of relevant literature and by providing a full bibliography. Projects without a full bibliography will lose marks.

You need to pay careful attention to your writing to ensure that you communicate the work you have done and the level of understanding you have achieved. That will take time. **Please also be sure to work within the overall project word-count limit set out in the subject guide.** Overlong or rambling projects do not impress Examiners.

## 5.5 ST2187 Business analytics, applied modelling and prediction

**Due date: 1 March**

This course has a 30 per cent-weighted coursework component which will require you to use Tableau to create a story (a collection of dashboards) to discover commercial insights from a provided dataset. The purpose of the project is for you to demonstrate your ability to create effective data visualisations using Tableau to communicate key insights to senior management. This individual project work is treated as an open-book examination.

The dataset will be provided on the VLE, and it will contain multiple variables – some will be categorical (or ‘dimensions’ in Tableau) with others being measurable (‘measures’ in Tableau). You will be permitted to create new variables from existing ones, provided it makes sense to do so.

Screencasts of how to build visualisations in worksheets, and subsequently the creation of dashboards and the story will accompany the release of the dataset.

Your task will be to explore the dataset using Tableau’s data visualisation tools in an effort to extract commercially-important insights in preparation for a presentation of your findings to senior management of the company.

The deliverable content will be in two parts:

- a story (a collection of **five** dashboards) created in Tableau
- an accompanying 1,500-word report, which describes the key insights from the story, including recommendations to senior management as a result of your discoveries.

Which visualisations and which variables you wish to explore will be depend on your judgement. The task is designed to simulate real-life situations when business analysts are faced with raw data and need to spend time exploring, or mining, the dataset hoping to discover interesting trends, patterns and relationships.

Marks will be awarded on the basis of the following:

- How clear your dashboards are, i.e. how effective your chosen visualisations are at showing the insights.
- Creativity and imagination in your choice of visualisations.
- The quality and professionalism of the story.
- How well the accompanying report relates to the Tableau story, i.e. the reader of the report and story should be clear on the findings in the same way as if the reader had attended a verbal presentation of the story. (You will **not** actually be delivering a presentation to an audience.)
- The relevance of the recommendations to senior management contained within the report.
- The quality and professionalism of the story and report.

The length of the report should not exceed 1,500 words. You should also include an executive summary at the beginning of no more than one side of A4. Please also include a table of contents. The executive summary and

table of contents are **not** included in the 1,500-word limit.

**Please note there is no allowance in the word limit. If you exceed the stated word limit you will be penalised. Please also state the word count.**

If you wish, you may also include a Technical Appendix at the end of the document (excluded from the word count) but the Examiners will **not** consider anything included here for marking.

The text should be spaced using the 1.5 lines setting and you should use the 'Calibri' font, sized 11. The word limit does not apply to text not in the main body such as footnotes and labels.

All submissions will be checked using the anti-plagiarism software TurnItIn. Any duplicated text which is not adequately cited will be deemed to constitute plagiarism and proportional penalties will be applied during marking.

## **5.6 ST2195 Programming for data science**

**Due date: 3 April**

Coursework project (50 per cent of final mark). The 2009 ASA Statistical Computing and Graphics Data Expo consisted of flight arrival and departure details for all commercial flights on major carriers within the USA, from October 1987 to April 2008. This is a large dataset; there are

nearly 120 million records in total, and takes up 1.6 gigabytes of space compressed and 12 gigabytes when uncompressed. The complete dataset along with supplementary information and variable descriptions can be downloaded from the Harvard Dataverse.

Choose any subset of (at least two) consecutive years and any of the supplementary information provided by the [Harvard Dataverse](#) to answer the following questions using the principles and tools you have learned in this course:

1. When is the best time of day, day of the week, and time of year to fly to minimise delays?
2. Do older planes suffer more delays?
3. How does the number of people flying between different locations change over time?
4. Can you detect cascading failures as delays in one airport create delays in others?
5. Use the available variables to construct a model that predicts delays.

All questions should be answered using R and Python for all tasks. Your answers should be provided in a separate structured report of no more than 10 pages. The page limit excludes title, references and table of contents but includes graphics and tables. The report should be in PDF format and also contain adequate explanations for readers not familiar with programming. In addition to the report, you will also be asked to provide your R and Python code in RMarkdown and Jupyter notebooks respectively.

All the relevant files will need to be submitted in the designated VLE portal. Each report should detail all steps you took starting from raw data up to the answer for each question. Any databases you set up, data wrangling/cleaning operations you carry out, and any modelling decisions you make should be clearly described in each structured report. Each report should also include any relevant graphics and tables as part of the answer. If you are using elements (e.g. code, databases, graphics, etc) from your answer to a previous question to answer the current one, you will need to refer to those elements. You should also supply the code you used to answer each question, in a way that can be used by someone else to replicate your analyses. You can do this either as separate scripts or separate RMarkdown/

Jupyter notebooks per question, clearly indicating (both with comments and in the filename) which question each script refers to.

## 5.7 ST3188 Statistical methods for market research

### **Due date: 1 March**

This course has a 30 per cent-weighted coursework component which will require you to act as a market research agency and produce a market research proposal responding to a client's brief, as if being delivered to the client. This individual project work is treated as an open-book examination.

The research brief will be provided on the VLE, and it will contain the following.

- A short introduction and background of the company or organisation commissioning the research.
- Three **business** or **organisational** objectives. These will be particular

problems or challenges they are facing or they could be more strategic aims and objectives. Examples of these include:

- develop/launch a new product or service
- grow market share
- raise awareness of a product, service or a particular message
- increase customer satisfaction.
- Three **research** aims. These will be specific goals which a market research project would help answer. They could be specific questions which the organisation wishes to answer or they could be information or insights about a particular population. They will be linked to the business objectives. Examples of these include:
  - understand the attitudes and behaviours of consumers/people
  - learn what factors lead to higher customer satisfaction
  - find out what gaps there are in a market
  - understand the image or associations with a brand or product
  - estimate the demand for a new product or service.
- Some information about what, if any, data the business or organisation can supply, for example a customer database, a sampling frame or operational data.
- An indication of the available budget and required timescale for the research.

You will **not** be expected to conduct any primary research. The report should cover the following areas.

- a. Provide a full summary of the research brief, including the aims of the research.
- b. Demonstrate an understanding of the market or business context as well as any other publically available research done in this area.
- c. Detail how the fieldwork would be conducted, i.e. face-to-face, telephone, online, focus groups, mixed-mode etc.
- d. Explain the proposed sampling method as well as other sampling methods considered, including details on any sampling frame to be used.
- e. Detail the information that would be gathered and collected by the research.
- f. Explain how you would use any customer or operational data supplied to you by the client.
- g. Describe what multivariate analysis techniques you propose and how these would help the client's research aims. (You are **not** required to actually conduct any analysis.)
- h. Detail the proposed sample size necessary to construct confidence intervals around the survey estimates.
- i. An appropriate questionnaire which would capture suitable data to perform the proposed multivariate analysis. (You are **not** required to actually run the questionnaire in practice.)
- j. Proposed further research, i.e. include ideas for how some business or organisational objectives might be helped by further and different research.

Marks will be awarded on the basis of the following:

- Demonstration of a full understanding of the client's issue/business problem and the market context.

- A clear explanation of the specific aims of the research.
- Thorough justification of the data collection methods, fieldwork approaches and sampling methods chosen, and also why others were rejected.
- Creativity and imagination in your approach to the research.
- Clear and concise expression of the ideas and your knowledge.
- Demonstration of a clear understanding of the statistical concepts related to sampling and sample size determination.
- Explanation of your chosen statistical analysis techniques and clear examples of how the client will benefit.
- A well-thought out questionnaire design which reflects the aims of the research and intended statistical analysis.
- Creative and imaginative suggestions for further research.
- The quality and professionalism of the research proposal.

The length of the main report should not exceed 3,000 words. You should also include an executive summary at the beginning of no more than one side of A4. Please also include a table of contents. The executive summary and table of contents are not included in the 3,000-word limit. The questionnaire does not count towards the word limit either.

Please note there is no allowance in the word limit. If you exceed the stated word limit you will be penalised. Please also state the word count.

If you wish, you may also include a Technical Appendix at the end of the document (excluded from the word count) but the Examiners will not consider anything included here for marking.

The text should be spaced using the 1.5 lines setting and you should use the 'Calibri' font, sized 11. The word limit does not apply to text not in the main body such as footnotes and labels.

All submissions will be checked using the anti-plagiarism software TurnItIn. Any duplicated text which is not adequately cited will be deemed to constitute plagiarism and proportional penalties will be applied during marking.

You should also provide references wherever possible as this is ultimately a piece of academic work. If finding references for secondary research proves problematic, then please state this and it will be taken into account.

## **5.8 ST3189 Machine learning**

### **Due date: 3 April**

Students will be required to undertake a project that will determine their final mark of the course by 30 per cent. The project will require you to analyse one or more real-world datasets that will become available on the VLE page of the course.

The results of the project should be presented as an article of a maximum of 10 pages in A4 format, with Arial fonts (not Arial narrow) of size at least 11. All page margins should be at least 2 cm. The 10-page limit includes figures and tables, but excludes the title page, table of contents and references. In addition to the 10-page article, your R code should also be submitted online via R script files which you can upload as a Microsoft Word document.

You can find more detail about the coursework on the VLE page for ST3189.