

Henley Business School

Pre-Experience PG Assessment Brief

Module Code and Title	INMR89 Big Data in Business
Module Convenor	Keiichi Nakata
Type of Assessment	<input type="checkbox"/> Essay <input type="checkbox"/> In-Class Test <input checked="" type="checkbox"/> Report <input type="checkbox"/> Group Report <input type="checkbox"/> Project <input type="checkbox"/> Group Presentation <input type="checkbox"/> Practical Skills Exercise <input type="checkbox"/> Portfolio Other: Click or tap here to enter text.
Weighting of Assessment	100% of the module
Submission Deadline	Full time students: 22 April 2022 Part-time students: 20 May 2022
Submission Point (Blackboard/Turnitin/Other)	Turnitin
Items to be Submitted	Report in PDF
Individual or Group Assessment	<input checked="" type="checkbox"/> Individual <input type="checkbox"/> Group
Module Convenor Office Hours/Opportunities for advice and feedback	Consultation by email: k.nakata@henley.ac.uk

1. What is the Purpose of This Assessment?

The following table shows which of the module learning outcomes are being assessed in this assignment. Use this table to help you see the connection between this assessment and your learning on the module.

Module Learning Outcomes Being Assessed
Assess the business opportunity and value creation through the utilisation of Big Data and business analytics by analysing the business environment and requirements
Critically assess suitable Big Data technologies and business analytics approaches
Formulate a solution for achieving value through Big Data
Demonstrate the solution using an existing Big Data and business analytics tool
Assess the organisational and technical impact of implementing the solution

2. What is the Task for this Assessment?

Task (attach a separate briefing document if required)	See the coursework specification document.
---	--

3. What is Required of me in this Assessment?

Guidelines/Details of How to Prepare Your Submission	See the coursework specification document.
The assessment criteria to be used for marking this piece of work	Refer to the marking criteria rubric at the end of this document.
Self-Regulation: Make sure That You...	<ul style="list-style-type: none"> • Work effectively as a team – make plans, divide and assign tasks, engage in critical discussions, maintain coherence • Don't leave it to the last minute – make constant progress through the term • Exercise your creativity and innovative thinking • Consider an end-to-end solution – from value creation to deployment • Read widely around the topic • Make use of learning components of the module • Exercise your critical approach – you should always question your own approach to assess if it is convincing and consider alternatives to choose from
Three Key Pieces of Advice Based on the Feedback Given to the Previous Cohort who Completed This Assignment	<ul style="list-style-type: none"> • It is more convincing to have a specific problem and a clear proposition of solution than “grand ideas” that are high level; i.e., there should be a clear problem situation identification substantiated by data; consider “less is more”; scope the problem usually leads to clearer and more coherent ideas • Specific examples on data to be analysed and data analytics to be performed are useful for convincing readers; be specific and explain what outputs are generated, e.g., what can you predict from what data, what new insights can be achieved through analytics, etc.; avoid treating these as “Blackboxes” as much as possible • Make sure that the solutions are based on big data (taking advantage of 3Vs) and analytics; simply monitoring data alone is not fully exploiting the potential of big data analytics
For Group Work Only:	Elements of Group Working: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Classroom briefing by Module Convenor <input checked="" type="checkbox"/> Regular meetings of all team members <input checked="" type="checkbox"/> Record and keep evidence of meetings (agenda/minutes) <input checked="" type="checkbox"/> Record attendance and member contributions <input type="checkbox"/> Team reflection document <input type="checkbox"/> Submit Peer Assessment required
Formatting Guidelines	See the coursework specification document.
Word Limit/Guidance and Penalty Applied	See the coursework specification document.

Referencing Style	Harvard (author-year) style
Guidance on Academic Misconduct (including using Turnitin practice area)	<p>The work you produce must be your own or that of members of your group if it is a group assessment.</p> <p>You should ensure that the work you produce adheres to the University's statement on academic integrity and to the regulations regarding academic misconduct (such as plagiarism and cheating). You can find information about this at: http://www.reading.ac.uk/internal/exams/Policies/exa-misconduct.aspx</p> <p>You are encouraged to put a draft of your work through the Turnitin practice area to satisfy yourself that the work is your own original work. You can find this in your module area on Blackboard. You can seek advice from the Module Convenor or your Programme Administrator.</p>

4. What Resources Might I Use to Prepare My Work?

- University library – online databases and libraries, e.g., Gartner, Ebsco, ACM, IEEE, AIS, etc.
- News sites, technology review sites, industry sites, government sites, etc.
- Frameworks and models covered in classes
- Practical tools, e.g., those introduced in the module

6. Late Submission Arrangements

Point of Submission : Turnitin

Late Submission Penalty: ☒ The University standard penalty apply

☐ Other: Click or tap here to enter text.

Plagiarism:

☒ The University's standard policy on Academic Misconduct applies

☐ Other: Click or tap here to enter text.

6. Feedback Arrangements

Timing of feedback:

- ☒ Within 15 days of submission deadline
- ☐ When examinations marks are released
- ☐ Other [Click or tap here to enter text.](#)

Type of feedback:

- ☒ Mark
- ☒ Individual Feedback
- ☐ Audio Feedback
- ☐ Breakdown of Mark
- ☐ Generic Feedback
- ☐ Comments written on the assessment
- ☐ Video Feedback
- ☐ Other: [Click or tap here to enter text.](#)

Location of Feedback:

- ☒ Blackboard
- ☐ Turnitin
- ☐ RISIS
- ☐ Other: [Click or tap here to enter text.](#)

Assessment Criteria Rubric - Postgraduate

Module Code: INMR89

Module Title Big Data in Business Assessment Task: Report

Academic Year: 2021/22

GRADE BANDS	Distinction		Merit	Pass (Threshold)	FAIL
ASSESSMENT CRITERIA	80+ OUTSTANDING	70 – 79 EXCELLENT	60 – 69 VERY GOOD	50 – 59 GOOD	49 AND BELOW
Problem situation and domain analysis: analysis of the problem situation to be addressed to identify the scope and focus, and carry out the domain analysis, e.g., stakeholder analysis, organisational analysis, strategy analysis, etc., as appropriate.	A comprehensive and relevant analysis demonstrating outstanding quality, using appropriate methods and frameworks	A comprehensive and relevant analysis demonstrating excellent quality, using appropriate methods and frameworks	A relevant analysis demonstrating very good quality, using mostly appropriate methods and frameworks with some areas that can be improved	A mostly relevant analysis demonstrating some areas of good competence, using some appropriate methods and frameworks with some areas that can be improved	An analysis that is below expectation, demonstrating limited quality; lack of use of appropriate methods and frameworks in places
Value proposition: the value proposition, making clear the stakeholder(s) for whom the value(s) is(are) generated by the proposed solution.	A coherent, comprehensive and highly innovative value proposition of an outstanding quality demonstrating high competence in the use of an appropriate framework	A coherent, comprehensive and innovative value proposition of an excellent quality demonstrating high competence in the use of an appropriate framework	A coherent and innovative value proposition of a very good quality demonstrating competence in the use of an appropriate framework	A relevant value proposition demonstrating good competence in the use of an appropriate framework with areas that can be improved	A value proposition of a limited quality demonstrating limited competence in the use of an appropriate framework; below expected standard

Business model: the business model that will support your proposed solution	A coherent, comprehensive and highly competent business model of an outstanding quality demonstrating high competence in the use of an appropriate framework	A coherent, comprehensive and highly competent business model of an excellent quality demonstrating high competence in the use of an appropriate framework	A coherent, mostly comprehensive and competent business model of a very good quality demonstrating competence in the use of an appropriate framework	A relevant business model demonstrating some competence in the use of an appropriate framework with areas that can be improved	A business model of a limited quality demonstrating limited competence in the use of an appropriate framework; below expected standard
Technical solution design: the technical design of the proposed solution, e.g., how to collect and manage the data, what analytics will be performed, how the solution will be made available to targeted users, etc.; you should critically approach this to ensure that the proposed solution and its elements are justified	A coherent, comprehensive, innovative, relevant, well justified and critically developed technical solution design of outstanding quality; evidence of research and awareness of relevant technologies; clearly, logically and professionally presented	A coherent, comprehensive, innovative, relevant, well justified and critically developed technical solution design of excellent quality; evidence of research and awareness of relevant technologies; clearly, logically and professionally presented	A coherent, mostly comprehensive and relevant technical solution design of very good quality with some evidence of critical approach and justification; some evidence of research and awareness of relevant technologies; logically presented	A relevant technical solution design of good quality with some evidence of critical approach and justification; some evidence of research and awareness of relevant technologies; presented appropriately	A limited technical solution design of insufficient quality; limited evidence of critical approach and lacks sufficient justification in places; limited evidence of research and awareness of relevant technologies; presentation requires improvement
Feasibility demonstration/ analysis: the technical and operational feasibility of the proposed	A coherent, comprehensive and convincing feasibility analysis/ demonstration of an outstanding quality; a	A coherent, comprehensive and convincing feasibility analysis/ demonstration of an excellent quality; a	A coherent, mostly comprehensive and convincing feasibility analysis/ demonstration of a very good quality; a	A relevant feasibility analysis/ demonstration of a good quality; a sufficient level of detail; use of a	A limited feasibility analysis/ demonstration of insufficient quality; too little detail or too much detail lacking in

<p>solution; it should demonstrate that it can be made to work with a reasonable technical competence and effort; you should also consider various systems and tools that are introduced during the course to demonstrate the feasibility through, e.g., example scenarios and mock-ups. This should also assess how the proposed solution would work in practice (operational feasibility), e.g., any issues in gathering, managing, analysing, etc., the data suggested.</p>	<p>suitable level of detail; use of a very effective example / use case.</p>	<p>suitable level of detail; use of a very effective example / use case.</p>	<p>suitable level of detail; use of an effective example / use case.</p>	<p>relevant example / use case.</p>	<p>balance; limited use of a relevant examples / use cases.</p>
<p>Professional and ethical issues: the professional and ethical issues that need to be considered for the proposed solution</p>	<p>A comprehensive and relevant assessment of professional and ethical issues, demonstrating an outstanding quality</p>	<p>A comprehensive and relevant assessment of professional and ethical issues, demonstrating an excellent quality</p>	<p>A mostly comprehensive and relevant assessment of professional and ethical issues, demonstrating a very good quality</p>	<p>Some relevant assessment of professional and ethical issues, demonstrating a good quality</p>	<p>Limited assessment of professional and ethical issues, demonstrating an insufficient quality</p>

Critical evaluation: a critical evaluation of the analysis and proposed solution	An outstanding critical evaluation of the analysis conducted and proposed solution	An excellent critical evaluation of the analysis conducted and proposed solution	An very good critical evaluation of the analysis conducted and proposed solution	A good critical evaluation of the analysis conducted and proposed solution	No or limited critical evaluation of the analysis conducted and proposed solution
Quality of report: professionally structured and formatted, e.g., there should be introduction and conclusion, as well as references and appendices as appropriate; consistency, logical argumentation, coherence, flow, style and structure.	A report demonstrating an outstanding quality	A report demonstrating an excellent quality	A report demonstrating a very good quality	A report demonstrating a good quality	A report demonstrating an insufficient quality

Note: Student coursework must adhere to the University of Reading policy on Academic Misconduct.

Further information is available at: <https://www.reading.ac.uk/exa-misconduct.aspx>