**NBS-4104B Coursework 2021/22**

**Individual Report Summative Assessment Brief (2 500 words) - 75% Weighting**

Please complete this task on your own and ensure you reference all materials appropriately. The university takes collusion and plagiarism incredibly seriously and penalties can be severe. See also the associated formative assessment activity brief and question specific guidance documents. The guidance contained within the latter is essential to writing your report.

Task

You are to prepare a report which explores **one** of the following questions:

1. Have patterns of consumer spending in the UK been affected by the COVID-19 pandemic? If so how and what are the likely implications for business?
2. Has employment been affected in the UK by the COVID-19 pandemic? If so to what extent and what are the likely implications for business?
3. Has international trade been affected by the COVID-19 pandemic? If so how and what are the likely implications for business?
4. Have countries been affected by the COVID-19 pandemic? If so how and to what extent can this be attributed to differences in their handling strategies?

This task is designed to help develop your understanding and management of data through accessing and analysing data from specific sources. Please ensure you only use and download data from the links provided in this assessment brief to complete your reports.

**Conducting your own primary data collection or supplementing the data with additional sources not provided in this assessment brief is strictly prohibited. The penalties for students who do this will be severe.**

Your report should be informative and your findings relevant for businesses. It is expected that your analysis will be conducted using Excel but other statistical packages or programmes can also be used. We will be looking for evidence of independent analysis and application of the course materials.

Word limit

2 500 words

This word limit does not include the executive summary, diagrams/figures, content in the references and appendices but does include tables that appear in the main text.

The university rules governing word limits can be found here: [Link](https://www.uea.ac.uk/about/university-information/university-governance/academic-calendar/section-3/general-regulations/submission-of-work-for-assessment-taught-programmes-)

Deadline

Week 12 submitted by 19th May 2022 at 3pm via the Summative Assessment tab in Blackboard.

If you have any problems with the digital submission process, please contact your Teaching Hub for help.

Please ensure your work is submitted on time as penalties will apply to unauthorised late submissions. The university rules governing unauthorised late submission of work can be found here: [Link](https://www.uea.ac.uk/about/university-information/university-governance/academic-calendar/section-3/general-regulations/submission-of-work-for-assessment-taught-programmes-)

Recommended timescale of completion

It is recommended you follow the following timetable to ensure you spend adequate time preparing your coursework. Note that you will also have to complete a team presentation in Week 8 (w/c 24th March) worth 25% of your module mark.

* Week 3 (w/c 14th February 2022): Finalise question choice
* Week 4 (w/c 24th February 2022): Data exploration completed
* Week 5 (3rd March 2022 at 3pm): Formative work submitted (see below for details)
* Week 9 (w/c 25th April 2022): Plan of Analysis finalised
* Week 10 (w/c 2nd May 2022): Analysis completed
* Week 11 (w/c 9th May 2022): Report drafted
* Week 12 (19th May 2022 at 3pm): Coursework submitted via Blackboard

How to structure your report (refer also the separate question specific guidance document)

Note this is a report and not an essay. There is a distinct difference. For more guidance on how a report differs from an essay please refer to Week 11 (Report writing and dissemination) lecture. The last two lectures in this module also provide useful guidance on academic writing and are worth reviewing before you begin writing. You are expected to write in the third person and avoid emotive language.

* The filename of your document you submit via Blackboard should be your student number.
* Your report should be either a MS Word document or PDF. Please ensure everything is contained within one document and you submit the correct document when uploading your coursework.
* Title your work “Individual Report” followed by the assignment question.
* Write your student number (no names please as your work is marked anonymously) and include a word count (2 500 ± 10%) at the beginning of your report. Ensure this is accurate as your report will be checked. Penalties will apply to those who exceed 2749 words. You are also not recommended to write less than 2251 words, although specific administrative penalties do not automatically apply in this instance, as you will likely not cover sufficient breadth and depth in your report.
* Please use Arial font 12pt with 1.5 line spacing.

You should structure your report as follows (word counts are suggestive to ensure appropriate weight is given to each section):

Executive Summary - about 150 words (but not included in the word count)

*Producing Executive Summaries is a very important skill for business as they reduce a longer report down into a much shorter piece of text. This allows the reader (maybe your manager or a team member) to become acquainted quickly with your work. They usually contain the problem being addressed (question chosen), the data, method used, key findings and conclusions. Often Executive Summaries are best written at the end of the writing process as they provide an overview of what is addressed by and discussed in your report. Full details of which you won’t know until the main body of the report is completed.*

Introduction – about 300 words

*A good introduction will state the research question, provide some background information/context, outline no more than 3 realistic (within the context of a 2 500 word report) research aims and objectives (see suggestions in the question specific guidance document), explain why it is important to address the question, what data and method(s) you plan to use and an outline the structure of the remaining report.*

Critical review of some academic literature – about 500 words

*Your critical review of some academic literature should demonstrate evidence of reading the specific journal articles provided to you and any other references you have found and decided to include that are related to your question/research objectives. This section should describe what you have read, what you have found out, a critical assessment of the research, how the articles relate to one another and the limits of current understanding. Note that a critical review of the literature is not a summary each article. Bloom’s Taxonomy, Effective Evaluation and Further Research Lecture, can also be applied to help you critically review academic literature.*

*You need to present your short critical review in an organised, systematic way (chronological, thematic and/or topic focused), summarising and critically evaluating the material. You will find the specific references you must include in your short critical review in the associated questions specific guidance document. You can find more, if appropriate (1 or 2 extra at most given the word count), by referring to the Problem Formation and Research Lecture.*

Methodology – about 500 words

*Here you should explain what data you used (be sure to reference it appropriately), how you prepared it for use, how you used it to address the question and your justification for your methodological choices. You are expected to refer to the literature discussed earlier here by considering how your approach is similar to/different from others. Please note you are only expected to apply and use methods taught on this module.*

Analysis & Discussion – about 900 words

*Having downloaded and organised the data, if adopting a quantitative/mixed methods approach, you should first conduct some descriptive analysis of the data (see the Descriptive Statistics lecture). You are expected to generate your own statistics and summary tables. Then you should apply some of the research methods taught (see the Qualitative and Quantitative Methods lectures) to further analyse the data. Again, you are expected to generate your own statistics and charts/diagrams. We are looking for independent analysis and use of Excel (or another suitable statistical package or programme). It is not sufficient to simply take a chart produced elsewhere and present it in your work. This is not data; it is a visualisation of data, and you haven’t demonstrated independent analysis/application of learning materials. If you do not do this, you will not meet the module’s learning objects by failing to provide evidence of application of taught materials and therefore show no evidence of improvement in your numerical skills/use of Excel. As such students who do not produce their own statistics, visualisations of and apply taught methods to data are unlikely to pass the assessment. Effective Evaluation and Further Research Lecture contains a useful tool, Bloom’s Taxonomy, that could aid your writing. This will help you to write more analytical and evaluative rather than descriptive.*

Conclusions & Further Research – about 300 words

*This is where you bring it all together. What are your key findings? There should be no new material introduced here. All of your findings should be based on what you have included in your earlier sections. What are the limitations of your study arising from circumstance, data used and methodological choices. What are your conclusions? What are the main implications for business? Reflect on the extent to which you have satisfactorily answered your research aims and objectives. What were you able to do and not do? What would you do differently next time knowing what you know now? What are the further research directions? Effective Evaluation and Further Research Lecture should prove useful here.*

References – no word limit

*This should contain a complete list (alphabetical order by year – most recent first) of all the material cited throughout your report. You should use Harvard referencing. Some guidance on how to do this can be found in your student handbook. The Learning Enhancement Team has also produced a handy* [*resource*](https://my.uea.ac.uk/documents/20142/390879/LaH_Referencing+your+work.pdf/) *to help. You may also like to view the following* [*presentation*](https://www.uea.ac.uk/documents/20142/3311966/EPQ+-+Harvard+Referencing+.pdf/fca744a7-49ca-6f35-b12d-447430966754?t=1602232480657) *produced by UEA.*

Appendices – no word limit

*This section will contain supplementary information that is useful to the reader but not essential to the main report. You will not get credit for anything in this section. So be sure to include what is essential to your argument in the main text.*

Assessment criteria/rubric

This assessment draws on the learning outcomes of the module. Marking criteria are based on the Senate Scales for coursework.

The Senate Scales - [Link](https://my.uea.ac.uk/divisions/student-and-academic-services/learning-and-teaching/students/academic-cycle/coursework/marking-fairly)

Information related to the submission of work for assessment (Taught Programmes) - [Link](https://www.uea.ac.uk/about/university-information/university-governance/academic-calendar/section-3/general-regulations/submission-of-work-for-assessment-taught-programmes-)

In marking your reports, we will take into account the following criteria:

1. Meeting the learning outcomes for the module, which are:

* Comfortable navigating different types of data and applying simple business research methods.
* Improved quantitative and numerical skills
* Intermediate MS Excel user.

1. Understanding of and a critical review of some literature.
2. Data management.
3. Method(s) used to analyse the data.
4. Arguments and Criticality.
5. Standard of academic writing.

Questions?

If you have any questions about the task you have been assigned please email the Module Organiser at [j.whybrow@uea.ac.uk](mailto:j.whybrow@uea.ac.uk).

Appendix

**NBS-4104B Summative Assessment Feedback for your Individual Report**

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| --- | --- | --- | --- | --- | --- |
| Student Number: |  | Module Code: | NBS-4104B | Module Title: | Managing Data in a Digital World |
| Feedback | | | | | |
| Senate Scale Criteria | | Proportion of Marks % | Provisional Mark | Feedback Comment | |
| Learning outcomes and understanding  (Is there a good understanding of the chosen topic? Are the research aims and objectives clear? Is there enough evidence of reading (relevant citations in appropriate places)? Is the report contextualised within the prevailing literature?) | | 30 |  |  | |
| Data and methods (Are the methods clearly explained and appropriate? Is their appropriate linkage with the literature discussed? Are the limitations of the chosen data and methods understood?) | | 35 |  |  | |
| Arguments and Criticality (Are the main research aims and objectives sufficiently well developed? Are the findings correctly interpreted and clearly explained? Are the results critically discussed, e.g. compared to the existing literature?) | | 20 |  |  | |
| Presentation, Structure & Written Expression (Is the report appropriately presented (page numbers, line spacing, etc.). Is the writing clear to understand and at academic standards? Is there adherence to conventions and standards given, including the referencing method?) | | 15 |  |  | |
| Total | | 100 |  |  | |
| Summary and feed forward: why was the work not awarded a higher mark? | |  | | | |