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# What this Module is About?

## Introduction from the Module Leader

A quote from SiSense: “Data intelligence refers to all the analytical tools and methods companies employ to form a better understanding of the information they collect to improve their services or investments.”[[1]](#footnote-1).

This module equips you with advanced data analytics, predictive analytics and data intelligence as well as analytics skills. It will support the development of an in-depth, systematic and critical understanding of the current research issues relating to Data Analytics and Intelligence.

## Module Aims

On behalf of the module team, I would like to welcome you to this module, which we hope you will find both challenging and rewarding.

The module is based around the use of data analytics for informatics, decision making support, and intelligent systems. We will investigate the models, approaches, issues, techniques and technologies to support data analytics and intelligence. At MSc level, the style of learning is very self-directed, you are expected to investigate and explore topics independently and report back to the group. It is important to be able to understand and explain your findings.

Topics such as data analysis, visualisation, analytical method and big data will be discussed. The module provides you with an in-depth, systematic and critical understanding of the current research issues concerning Data Analytics, Data Intelligence and Knowledge Discovery.

The foundations of this module are based on the theories and practical issues associated with Analytics and Intelligence. We will use the python toolset for the application of theories – note that there are many other software products that can be used for analytics, visualisation, statistics, data mining, machine learning and decision support making.

We hope this will be a valuable learning experience for you. This module builds on students’ database design experience to achieve learning outcomes as follows.

## Module Learning Outcomes

On completion of this module you should be able to have:

LO1 A critical awareness of current problems and research issues in tools used for Data Analytics and Representation.

LO2 A comprehensive understanding of current advanced scholarship and research in data mining, data analysis, data intelligence, and how this may contribute to the effective design and implementation of data representation applications.

LO3 The ability to consistently apply knowledge concerning current research and advanced scholarship in area of data mining, data analysis, and data intelligence in an original manner and produce work which is at the forefront of current developments.

LO4 Critically evaluate basic principles and motivations behind the idea of data Intelligence, understanding different perspectives relating to data Intelligence and develop ideas regarding the ways in which data intelligence (e.g. Business Intelligence) principles can be translated into feasible and effective practices for and decision support systems.

## Module Learning Activities

Online recorded lectures: you will need to view online recorded powerpoint slides. If you have any query, raise them during face-to-face sessions or online live tutorial sessions.

Face-to-face scheduled sessions: fortnightly face-to-face scheduled sessions are for discussion of any queries you have about the lectures, lab exercises, and assignment/phase test.

Online live tutorial with tutor and group: discussion of problems that you encounter when working through the lab exercises.

Self-paced unscheduled tutorial sessions: go through fully guided step-by-step lab exercises. Tutorial sessions will be individual-based practical sessions that allow students to analyse, evaluate, and implement solutions. Such practical sessions will help strengthen your hand-on experience in developing solutions to support decision making or intelligent systems. We aim to train you as a consultant, an analyst and a solution provider for you and your future employers. Extensive independent research and application will be expected as students will need to read around the subject in order to gain a wider understanding of the theory application of the technologies covered. There will be a report to describe the mini research that you have undertaken. Students are expected to be disciplined and self regulated, completing activities and tasks set for each week in order to keep to the schedule in Section 2.

## Graduate Attributes Developed and Assessed

The ENTERPRISE graduate attribute is developed and assessed via problem-solving activities.

The DIGITAL LITERACY graduate attribute is both assessed and developed via interpreting and evaluating data.

## The ANALYTICAL graduate attribute is developed and assessed via data analytics involving statistics, prediction, optimisation, machine learning – a means to develop knowledge discovery and yielding business intelligence and analytics.

# Weekly Schedule

|  |  |  |
| --- | --- | --- |
| **Date (Week commencing)** | **Tutor**  **Face-to-Face**  **Online Live** | **Session** |
| Week 1 – 28/09/2020 | AK | Introduction to module, and assessment  Lecture 1 Part 1: Introduction to Data Analytics and Visualisation  Lecture 1 Part 2: Introduction to open source datasets  Lecture 1 Part 3: Introduction to Python programming  Tutorial/Self-Paced Lab Session 1- Anaconda Python and Jupyter Notebook  Tutorial/Self-Paced Lab Session 2- Introduction to Python Programming |
| Week 2 – 05/10/2020 | AK | Lecture 2: Descriptive Statistics  Tutorial/Self-Paced Lab Session 3 - Exercises for descriptive statistics  Tutorial/Self-Paced Lab Session 4 - Python programming for descriptive statistics part 1 |
| Week 3 – 12/10/2020 | DJ | Lecture 3 Part 1: Inferential Statistics 1 (T-test)  Lecture 3 Part 2: Inferential Statistics 2 (ANOVA)  Tutorial/Self-Paced Lab Session 5 - Python programming for inferential statistics part 1 (T-test)  Tutorial/Self-Paced Lab Session 6 - Python programming for inferential statistics part 1 (ANOVA) |
| Week 4 – 19/10/2020 | DJ | Lecture 4 Part 1: Inferential Statistics 2 Part 1 (Correlation)  Lecture 4 Part 2: Inferential Statistics 2 Part 2 (Chi Square)    Tutorial/Self-Paced Lab Session 7 - Python programming for inferential statistics part 1 (Correlation)  Tutorial/Self-Paced Lab Session 8 - Python programming for inferential statistics part 1 (Chi-Square) |
| Week 5 – 26/10/2020 | BA | Lecture 5: Advanced Data Analytics 1 (Time Series)  Tutorial/Self-Paced Lab Session 9 - Python programming for Advanced Data Analytics 2 (Time Series) |
| Week 6 – 02/11/2020 | BA | Lecture 6 : Advanced Data Analytics 2 (Regression)  Tutorial/Self-Paced Lab Session 10 - Python programming for Advanced Data Analytics 3 (Regression) |
| Week 7 – 09/11/2020 | AK | Lecture 7 : Advanced Data Analytics 3 (Neural Network)  Tutorial/Self-Paced Lab Session 11 - Python programming for Advanced Data Analytics 3 (Neural Network) |
| Week 8 – 16/11/2020 | AK | Lecture 8: Advanced Data Analytics 4 (Decision Tree)  Tutorial/Self-Paced Lab Session 12 - Python programming for Advanced Data Analytics 4 (Decision Tree) |
| Week 9 – 23/11/2020 | DJ | Lecture 9: Advanced Data Analytics 5 (Clustering and Association Analysis)  Tutorial/Self-Paced Lab Session 13 - Python programming for advanced data analytics part 5 (Clustering and Association Analysis) |
| Week 10 – 30/11/2020 | DJ | Lecture 10: Advanced Data Analytics 6 (Self Organising Maps)  Tutorial/Self-Paced Lab Session 14 - Python programming for advanced data analytics part 6 (Self Organising Maps) |
| Week 11 – 07/12/2020 | BA | Lecture 11: Advanced Data Analytics 7: Big Data, and Deep Learning  Tutorial/Self-Paced Lab Session 15 - Python programming for advanced data analytics part 7 (Big Data and Deep Learning) |
| Week 12 – 13/12/2020 | AK | Lecture 12: Advanced Data Analytics 8 (Deep Learning) and Assignment Support  Tutorial/Self-Paced Lab Session 16 - Python programming for advanced data analytics part 8 (Deep Learning) |
|  |  | Christmas Break |
| Week 13 – 04/01/2021  Week 14 – 11/01/2021 | AK | Submission of report via Turnitin in MyBeckett (Deadline Monday, 04/01/2021, Time 12:00)  Submission of presentation slides in MyBeckett (Deadline Monday, 04/01/2021, Time 12:00)  Open book online phase test (2.5 hours) (check your time table) |

**Contact Hours**

Your learning experience will involve weekly 1 one-hour online recorded lectures; fortnightly 1 one-hour online live tutorials; fortnightly 1 one-hour face-to-face seminar; 1 one-hour self-paced lab session as well as directed reading and student-centred activities.

A student guide on contact hours is available here: [www.qaa.ac.uk/en/Publications/Documents/contact-hours-student.pdf](http://www.qaa.ac.uk/en/Publications/Documents/contact-hours-student.pdf).

# Assessment

## Assessment Summary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assessment Method:** | **Module Weighting:** | **Assessment Date:** | **Feedback Method:** | **Feedback Date:** |
| **1.**  Open Book Online Phase Test (2.5 hours) | **20%** | **w/c 04/01/2021** | **Via MyBeckett** | **Within 3 weeks** |
| **2.**  Report and Recorded Presentation | **80%** | **07/12/2021 (report) and 07/12/2021 (ppt slides with audio)** | **Via MyBeckett** | **Within 3 weeks** |

# Key Resources to Support Learning

Your general understanding and application of a subject area will improve the more you ‘read around’. In the final year of studies we expect to be confident in researching literature on topics and appreciating the varied views and insights this may offer – so the suggestions below are just that, suggestions and recommendations.

Data analytics and intelligence – of interest

* **Youtube** shouldn’t be overlooked for videos of lectures or ‘how to’s (eg. business intelligence, data analysis, data visualisation and statistics)
* The **Guardians ‘data’ blog** has some interesting data analysis stories. <http://www.guardian.co.uk/data>, their technology sections also includes some good podcasts.
* **Computer Weekly** is available in the library and on: <http://www.computerweekly.com/Home/>. It is The Computing paper, lots of current information, white papers and jobs. A good place to research a company (with respect to their IT systems) before you go for an interview.
* **Coursera** has examples and tutorials to help you understand and get on with the final report. <https://www.coursera.org/learn/machine-learning-with-python>

**More specific material for the module, I have detailed material under the areas covered on the module. They are all available in the library.**

1. **Data Intelligence (e.g. Business Intelligence):**

**The overview:** You will have already covered these areas. As before, there are some excellent books that are worth looking at to help clarify and expand your understanding. These books are very useful to provide you an overview and understanding about Business Intelligence. For example:

Loshin, D. (2013) **Business Intelligence: The Savvy Manager's Guide**, Elsevier, ISBN: 978-0-12-385889-4.

Laursen, G. H., & Thorlund, J. (2010). **Business analytics for managers: Taking business intelligence beyond reporting** (Vol. 40). Wiley. com.

Grigori, D., Casati, F., Castellanos, M., Dayal, U., Sayal, M., & Shan, M. C. (2004). **Business process intelligence**, Computers in Industry, 53(3), 321-343.

Viaene, S. (2008). **Linking business intelligence into your business. IT Professional**, 10(6), 28-34.

**Specific cases:**

Li, S. T., Shue, L. Y., & Lee, S. F. (2008). **Business intelligence approach to supporting strategy-making of ISP service management.** Expert Systems with Applications, 35(3), 739-754.

Chang, V. (2014). **The business intelligence as a service in the cloud.** Future Generation Computer Systems, 37, 512-534.

1. **SAS**

All the SAS books will be useful for your final report.

SAS Institute. (2011). **SAS/STAT 9.3 user's guide**. SAS Institute. (This is equivalent to your online document)

SAS Institute. (2012). SAS 9.3 ODS Graphics: Procedures Guide. SAS Institute.

Allison, P. D. (2012). **Logistic regression using SAS: Theory and application**. SAS Institute.

SAS Institute. (2011). **SAS 9.3 System Options: Reference**. SAS Institute.

1. **Statistical/data analysis**

These books will be useful to provide you the required knowledge about statistical analysis, which includes SAS and other methods.

Der, G., & Everitt, B. S. (2010). **Handbook of statistical analyses using SAS**. CRC Press, 2nd edition.

Kalbfleisch, J. D., & Prentice, R. L. (2011). **The statistical analysis of failure time data (Vol. 360)**. John Wiley & Sons.

Weiers, R. M. (2010). **Introduction to Business Statistics** (Book Only). Cengage Learning.

1. **Finance**

Hull, J. C. (2012). **Risk Management and Financial Institutions***,+ Web Site* (Vol. 733). John Wiley & Sons.

# Assessment

## Assessment Details

# Overview

You will produce a research paper of between 4000 plus or minus 10% words on a topic that addresses the outcomes of this module.

You will be provided with a potential topic area to follow, but you will also be able to pursue your own topic area with approval of the Module tutor.

It is expected that your work will draw on existing literature and primary data from both simplified and detailed datasets. You should make an appointment with the Module team if you require further explanations.

In the first instance it is expected that you will explore a broad range of topic areas; stemming from this research, you will be required to submit a proposed title for your report along with notes on aims, objectives, methodology.

# Submission Date

* Report submission 4000 plus or minus 10% words)
  + 12:00 Monday 07th Dec, 2020
* Recorded presentation slides with audio (10 minutes)
  + 12:00 Monday 07th Dec, 2020
* Open Book Online Phase Test (2.5 hours)
  + w/c 04th Jan, 2021

Re-assessment: Re-assessment will be based on the assignment and will be due w/c \*\*\*. Details on the re-assessment will be given on MyBeckett.

# Assignment Brief

You are a BI analyst working for an organisation. Your goal is to conduct a rigorous investigation on business data and business performance indicators for the organisation or some relevant companies. You are given **datasets in MyBeckett.**

Your task is to choose the appropriate technique/s taught in class to analyse the key data presented in the chosen dataset/s. You shall present your findings accompanied by recommendations to the company’s management team or relevant target audience. You should use all the skills and knowledge that you have learned in the module for the preparation of your report. Appropriate techniques in data analysis and visualisation should be critically evaluated and presented in your report. The stages of your analyses should encompass the following: (i) descriptive statistics analysis; (ii) inferential statistics analysis; (iii) advanced data analytics. You should use python other relevant software to help you analyse the chosen dataset/s.

**You should consider to address the following questions and summarise them in your literature, methodology, findings and discussion and recommendation.**

1. **Focus on a chosen organisation. Decide on the objectives of your data analyses which will be aligned to your organisation’s vision, mission or business models.**
2. **Use additional literature to support your choice of the business case.**
3. **Justify the chosen procedures and/or methods to analyse key data, and provide justification for your case.**
4. **Justify the chosen procedures and/or methods for visualisation (~~not more than three~~) and provide interpretation for your visual and empirical results.**
5. **Please follow the instructions from pages 13 onwards carefully. All of your key findings work should be written as a report (See Section 4). You can follow the marking scheme to know the requirement for each grade.**

# Report (80 marks) – number of words is 4000 ± 10%

These guidelines are drawn from the Universities ‘Skills for Learning’ site <http://skillsforlearning.leedsbeckett.ac.uk/for_staff/website.shtml>

Abstract - Provide a brief summary of the main contents, findings, conclusions and recommendations in the report. This enables the reader to quickly scan the report for relevance. It should include:

* a concise statement of the subject of your research
* discussion of what your research set out to do
* the research methods used
* the conclusions reached

It should be about 100-150 words

Introduction - This should introduce the main part of the report. It lets the reader know what the report is about; it outlines the key issues and concerns. It should be fairly concise and should include:

* an explanation of what your research is about
* aims, objectives, research questions or hypotheses clearly defined and discussed briefly
* an outline of the contents of the report
* you may also want to briefly discuss why you became interested in the topic of your research

It should be about 200-300 words

Literature Review – Conduct a critical literature survey on business models, processes, strategies, decision support and data intelligence (e.g. business intelligence) that will be relevant to the target organisations (or sector) for your data analysis. Additionally, you can select and critically discuss books, articles, and other resources that relate directly to your chosen organisations in the datasets.

It is useful to keep reminding yourself of the aims, objectives, research questions, and etc… of the research and include literature that is specific to these. This section or chapter can be divided into sub-sections with appropriate sub-headings. You may find it helpful to relate these sub-headings to your research aims, questions, and etc….

It should be about 1000-1400 words

Methodology – discussion of the appropriate approach/es and research methods that that you have employed to collect primary/secondary data for the purpose of this assignment. You are also expected to include relevant phases of the data lifecycle. Additionally, this section (or chapter) ought to include a critical discussion of the data analysis techniques you have chosen. You are expected to provide embedded citations to support your discussion.

Findings and discussion – you are expected to show the analysis of your collected data, interpretation derived from your data analysis, use of appropriate methods to present your findings, and draw useful conclusions for the next section.

It should be about 1500-1800 words for the methodology and findings sections.

Recommendations –You should provide your recommendation based on your analysis and interpretation of results.

It should be about 300-400 words for presenting your recommendation.

Conclusion - This section should highlight the findings of the report. It should emphasise the themes raised in the introduction and summarise what has been established. To produce a good summary, make sure that you review the evidence and arguments contained in the main body of your report and map them directly to your research questions or hypotheses. Remember that the conclusions you reach will be based on the evidence you have considered – primary, and secondary sources. It is important to bear this in mind so that you do not make the mistake of drawing conclusions that cannot be justified from the evidence you have considered.

Write the conclusion of your report in a form that enables the reader to understand the major issues, points and findings of your research simply from reading this section alone.

It should be about 200-400 words

Bibliography - All research reports require a bibliography that is composed of the references you have cited in the text of your report. The most favoured referencing style is the Harvard Referencing System because, unlike systems involving numbering, it is not affected by altering the text. Failure to cite and reference sources will result in plagiarism and could have a negative impact on your results due to poor research and scholarly practice.

Appendix - If you require more word counts for your paper, you can use your Appendix and do not exceed more than 1,500 words for additional explanation. Append all the codes you have run for your data analysis in this section

The total number of words for your report will be 3000-3500 words.

# Recorded Presentation with Audio(20 marks)

You are expected to present your research work using powerpoint slides or other presentation tools with audio. The duration of your presentation will be 10 minutes.

# Marking Scheme

Name of student: Marks awarded:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Assessment/**  **Learning Outcome** | **Distinction**  **70% & above** | **Merit**  **60 – 69%** | **Pass (Higher)**  **50 – 59%** | **Pass (Lower)**  **40 – 49%** | **Unsatisfactory/fail**  **39% or less** | |
| ***Abstract and Introduction***  **(10 marks)** | Excellent rationale for the research topics, justifying a clear and coherent set of objectives which form the basis for the investigation appropriate for Masters level. | Clear rationale for the research supported by a set of coherent objectives which form the basis for the investigation. | Reasonable rationale for the research supported by some clear objectives which form the basis for the investigation. | Vague rationale for the research supported by vague objectives which form the basis for the investigation. | Very unclear rationale for the research supported by very unclear objectives which form the basis for the investigation. | |
| **Literature Survey**  **(20 marks)** | Excellent demonstration of an understanding of the chosen research area; a critical and insightful survey of the current situation and relevant literature; an excellent structure and coherence for the presentation of your literature review. | A very good report which fulfils most of the requirements in Distinction criteria. | A good report which fulfils some of the requirements in Distinction criteria. | A satisfactory report which fulfils few of the requirements in Distinction criteria. | | A report which fulfils only very limited number of the requirements in Distinction criteria. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Assessment/**  **Learning Outcome** | **Distinction**  **70% & above** | **Merit**  **60 – 69%** | **Pass (Higher)**  **50 – 59%** | **Pass (Lower)**  **40 – 49%** | **Unsatisfactory/fail**  **39% or less** |
| **Methodology**  **(10 marks)** | The student has demonstrated a sound justification for the methodology adopted and has carried out the methodology in an insightful and professional manner, demonstrating originality and a self-critical evaluation of effectiveness. | The student has demonstrated a sound justification for the methodology adopted and has carried out the methodology effectively. | The student has demonstrated some justification for the methodology adopted and has carried out the methodology effectively. | The student has demonstrated weak justification for the methodology adopted and has carried out the methodology effectively. | Adopts an inappropriate and poorly justified methodology. |
| **Findings and Discussion**  **(20 marks)** | All the results from the research have been mapped precisely to the research objectives (questions or hypotheses). The student relates the results to the literature and makes innovative suggestions regarding how the work could be developed. | Almost all of the results from the research have been mapped to the research objectives (questions or hypotheses). The student relates the results to the literature and makes some suggestions regarding how the work could be developed. | Some of the results from the research have been mapped to the research objectives (questions or hypotheses). The student relates the results to the literature and makes very few suggestions regarding how the work could be developed. | Very limited results from the research have been mapped to the research objectives (questions or hypotheses). The student relates the results to the literature and makes a very limited number of suggestions regarding how the work could be developed. | The results from the research have not been mapped to the research objectives (questions or hypotheses). The student does not relate any results found to the existing theory and fails to make reasoned suggestions for further development. |
| **Conclusions and**  **References**  **(10 marks)** | Excellent summary of the findings of your report; have demonstrated an excellent grasp of the key issues that have arisen from your review; have made excellent recommendations for further research and/or practical responses.  Have very appropriately embedded citations. Provide a list of correctly formatted references drawn from a broad range of resources (particular quality ones), with a strong bias towards recent publications. | Very good summary of the findings of your report; have demonstrate a very good grasp of most of the key issues that have arisen in your research; make some useful recommendations for practical responses and/or further research.  Most of the embedded citations are appropriate. Provide a list of correctly formatted references drawn from a several resources (particular quality ones), with a strong bias towards recent publications. | Good summary of the findings of your report; have demonstrate a good grasp of some key issues that have arisen in your research; make few useful recommendations for practical responses and/or further research.  Only a few of the embedded citations are appropriate. Provide a list of mostly correctly formatted references drawn from a several resources without a strong bias towards recent publications. | Satisfactory summary of the findings of your report; have demonstrate some grasp of limited number of key issues that have arisen in your research; make limited useful recommendations for practical responses and/or further research.  Very limited appropriately embedded citations. Provide a list of mostly incorrectly formatted references drawn from a very limited range of resources without a strong bias towards recent publications. | Unsatisfactory summary of the findings of your report; have not demonstrated grasp of key issues that have arisen in your research; have made little attempt to make recommendations for practical responses and/or further research.  Little or no attempt to include embedded citations. Provide a very limited list of correctly formatted references |
| **Appendix**  **(10 marks)** | Excellent complete set of codes employed for your data analytics.  Have included comments in your codes. | Have met almost all requirements in Column 1. | Have met most requirements in Column 1. | Have met some requirements in Column 1. | Have met limited number of requirements in Column 1. |
| **Recorded Presentation with Audio**  **(20 marks)** | Have developed competency in the module and have demonstrated a full understanding of dataset analysis through recorded communications. Clearly describe the literature, methodology, selected approaches, justification, results, analysis and discussions. | Have a good knowledge about the module and have demonstrated a good understanding of dataset analysis through recorded communications.  Able to describe the literature, methodology, selected approaches, justification, results, analysis and discussions. | Have a fair knowledge about the module and have demonstrated a fair understanding of dataset analysis through recorded communications.  Able to describe most of the literature, methodology, selected approaches, justification, results, analysis and discussions. | Have an acceptable level of knowledge about the module and can explain basic  dataset analysis through recorded communications.  Able to describe some aspects of the literature, methodology, selected approaches, justification, results, analysis, discussions and presentation to meet minimum requirement. | Do not demonstrate a minimum level of knowledge about this module. Unable to explain basic dataset analysis through recorded communications. Unable to describe some aspects of the literature, methodology, selected approaches, justification, results, analysis, discussions and presentation to meet minimum requirement. |

# Assessment and Re-Assessment/Deferral

## Assessment Details

**ASSESSMENT 1**

ASSIGNMENT TITLE: Open Book Online Phase Test

ASSIGNMENT WEIGHTING: (20% of Module Marks)

HAND-OUT DATE: VLE w/c \*\*\*\*

SUBMISSION DATE: VLE w/c \*\*\*\*

SUBMISSION INSTRUCTIONS: VLE

NOTES:

The usual University penalties apply for late submission.

Submission of an assignment indicates that you, as a student, have completed the assignment yourself and the work of others has been fully acknowledged and referenced.

By submitting this assessed work, you are declaring that you are fit to submit, and you will therefore not normally be eligible to submit a request for mitigation for this work.

For further information, please refer to your course handbook or University Assessment Regulations.

FEEDBACK MECHANISM:

Results will be released via the MyBeckett within 3 weeks.

LEARNING OUTCOMES ADDRESSED BY THIS ASSIGNMENT:

1. A critical awareness of current problems and research issues in tools used for Data Analytics and Representation.

2. A comprehensive understanding of current advanced scholarship and research in data mining, data analysis, and data intelligence, as well as how this may contribute to the effective design and implementation of data representation applications.

DETAILS OF THE ASSESSMENT

**ASSESSMENT 2**

ASSIGNMENT TITLE: Report and Recorded Presentation

ASSIGNMENT WEIGHTING: (80% of Module Marks)

HAND-OUT DATE: VLE w/c 28/09/2020

SUBMISSION DATE: Report and Recorded Powerpoint Slides (with Audio) for Presentation

- On My Beckett

Monday, \*\*\*\*

SUBMISSION INSTRUCTIONS: Turnitin, MyBeckett

NOTES:

The usual University penalties apply for late submission.

Submission of an assignment indicates that you, as a student, have completed the assignment yourself and the work of others has been fully acknowledged and referenced.

By submitting this assessed work, you are declaring that you are fit to submit, and you will therefore not normally be eligible to submit a request for mitigation for this work.

For further information, please refer to your course handbook or University Assessment Regulations.

FEEDBACK MECHANISM:

Mark sheets made available via MyBeckett within 3 weeks.

LEARNING OUTCOMES ADDRESSED BY THIS ASSIGNMENT:

1. A critical awareness of current problems and research issues in tools used for Data Analytics and Representation.

2. A comprehensive understanding of current advanced scholarship and research in data mining, data analysis, and data intelligence, as well as how this may contribute to the effective design and implementation of data representation applications.

3. The ability to consistently apply knowledge concerning current research and advanced scholarship in area of data mining, data analysis in an original manner and produce work which is at the forefront of current developments.

4. Critically evaluate basic principles and motivations behind the idea of data intelligence, understanding different perspectives relating to data intelligence (e.g. Business Intelligence) and develop ideas regarding the ways in which data intelligence (e.g. BI) principles can be translated into feasible and effective practices for and decision support systems.

Student Instructions for Submission of Coursework

|  |
| --- |
| This module requires you to submit your work on-line during normal supervised class sessions.  You MUST submit your work through MyBeckett using the link set up by the tutor. Receipt of your work will be recorded. You should keep a copy of any uploaded work in case of technical problems. This work must **not** be made available to other students.  **Please note:** Tutors will follow up any suspected plagiarism and unfair practice found after the submission date as per University policy. Late penalties will apply as per University regulations. |

**Particular Instructions to Students:**

Students who miss an assessment test will require their mitigation approval prior the assessment. The mark will be capped at 40%. Students granted a deferral as a result of extenuating circumstances will also take the reassessment test but will have the full range of marks available. Reassessment/deferral will take place in 05/07/2021 (the actual date will be announced on MyBeckett).

1. <https://www.sisense.com/en-gb/glossary/data-intelligence/> [↑](#footnote-ref-1)