

Henley Business School

Pre-Experience PG Assessment Brief

Module Code and Title	INMR77 Business Intelligence and Data Mining
Module Convenor	Dr Yin Leng Tan
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	<u>100%</u> of the overall module assessment
Submission Deadline	Full-time students : Monday 9 May 2022 @2pm Part-time students : Friday 3 June 2022 @2pm
Submission Point (Blackboard/Turnitin/Other)	Coursework must be submitted to Turnitin via Blackboard which gives it a date and time stamp.
Items to be Submitted	A written coursework assignment (20 pages of A4 with a variation of 10%) , and supporting files for your work in SAS Enterprise Miner
Individual or Group Assessment	<input checked="" type="checkbox"/> Individual <input type="checkbox"/> Group
Module Convenor Office Hours/Opportunities for Advice and Feedback	Coursework briefing and Q&A sessions will take place on week 11. Further online drop in Q&A sessions will also be arranged in April/May – date/time TBC and will be announced on Blackboard nearer the time.

1. What is the purpose of this assessment?

Module Learning Outcomes Being Assessed

1. Demonstrate an understanding of the concepts of business intelligence and data mining and its relevant theory and techniques;
2. Develop theoretical and practical skills to address different data types for creation of business intelligence in context;
3. Demonstrate an understanding of how and when data mining can be used as a problem-solving technique in business context;
4. Design a data model and apply one or more modeling techniques for data mining/analysis;
5. Being aware of current research issues in data mining;
6. Acquire hands-on experience in using conventional data mining software.

2. What is required of this assessment?

A 20 pages (with a variation of 10%) written report and supporting SAS EM files of your work. See attached coursework specification and specification.

3. What is required of me in this assessment?

Guidelines/Details of How to Prepare Your Submission	<ul style="list-style-type: none">• Read the coursework specification and follow the instruction carefully, include all required elements;• Exercise your critical thinking, data mining/analysis, and critical writing skills. Justify your statements and approaches taken i.e. provide evidence or support using relevant theory/concepts/literature etc, and avoid unsubstantiated statements; logical argumentation; weigh between options• At this MSc level you are expected to demonstrate your ability to research, using appropriate techniques and methods to analyse data, reference and apply with reason knowledge about data mining for business intelligence.• Evidence of critical reasoning, data analysis and original insight to support data-driven decision making, as well as further reading and learning will gain increased marks.• Referencing style – Harvard or APA (author, year), useful resource: http://libguides.reading.ac.uk/citing-references
The Assessment Criteria to be Used for Marking This Piece of Work	Refer to the marking criteria rubric of the coursework specification.
Self-Regulation: Make sure That You...	<ul style="list-style-type: none">• Demonstrate the ability to perform data mining tasks by applying suitable concepts, techniques and methods learned during the lectures and practical sessions to the given data sets using state-of-the art SAS Enterprise Miner software, and be able to interpret/evaluated results obtained and provide insights for business intelligence, as well as make suggestion for model and performance improvement.• Do not omit any of the section. <p>Note: the main report document will be submitted separately to the SAS data files, there will be two different submission entries on Blackboard)</p>

Three Key Pieces of Advice Based on the Feedback Given to the Previous Cohort who Completed This Assignment	<ul style="list-style-type: none"> • Read the coursework carefully and understand what are required; • Start the work earlier and don't leave it to the last minute. • There is not a universally know best method or algorithm for a data mining task but how you justify and convince the readers of the approaches you taken in relation to your data mining goal. • Be inquisitive, play with the data, and try different methods and techniques.
Formatting Guidelines	See attached coursework document.
Word Limit/Guidance and Penalty Applied	See attached coursework document.

Referencing Style	Referencing in an Author-Year (e.g., Harvard, APA) format
Guidance on Academic Misconduct (including using Turnitin practice area)	<p>The work you produce <u>must be your own.</u></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?

<ul style="list-style-type: none"> • University library – books, online databases and libraries • Lecture slides, videos and further reading and references for each unit. • Materials/Resources/exercices/videos provide on the BB. • As a Master student, you are also expected to conduct further research and take your own initiatives for your work.
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5. Sunmissions/Late Submissions

Point of submission	Report must be submitted in soft copy ONLY via Turnitin. The Turnitin submission point is found on Blackboard.
Late submission penalty	The University standard penalty applies (see programme handbook).
Plagiarism	The University standard policy on academic misconduct applies

6. Feedback arrangements:

Type of feedback	Mark and individual feedback
Location of Feedback	Blackboard
Date of Feedback	Within 15 days of submission deadline