

**GUILDHALL COLLEGE, LONDON****Programme**

MSc IT Management

Module

G104412: Information Management

(Assignment 1 and 2)**Semester**

Re-Sit July 2011

Module Lecturer

Brendan D'Cruz

Issue Date14th June 2011**Submission Date**4th July 2011 (5:00PM)**Submission Location**

Nelson Street (UOW Programme Administration Office)

ACADEMIC INTEGRITY

Any act of plagiarism or collusion will be seriously dealt with according to the college regulations. In this context the definition and scope of plagiarism are presented below:

Plagiarism is presenting somebody else's work as your own. It includes copying information directly from the web or books without referencing the material; submitting joint coursework as an individual effort; copying another student's coursework; stealing coursework from another student and submitting it as your own work.

Collusion is working collaboratively with another student to produce work that is submitted as the individual student work.

Suspected acts of plagiarism or collusion will be investigated as both constitute cheating and can result in expulsion from the course and college.

Full reference and source details should be given in the References list.

Unacknowledged paraphrasing may also be plagiarism, if in doubt seek advice.

For further information please see Guildhall College's guidelines on referencing in academic writing.

INTRODUCTION

Effective data capture and its transformation into information and knowledge for analysis is crucial to successful business operations. To compete in the modern world it is vital that organisations understand how to collect, store and process data from a range of input sources. This data then needs to be transformed into useful information, which is timely, relevant and accurate in order to provide the organisation with a competitive advantage. The Information Management module discusses how data is gathered from online transaction processing systems (OLTP) and evaluates how the data is manipulated by various systems at different levels in an organisation to provide useable information at the operational, tactical and strategic levels.

COURSEWORK STRUCTURE

This should be a report format, with title, contents pages, introduction, section headings, relevant models/diagrams, appendices for data and references list. The assignment is divided into two sections. The Harvard referencing system should be used for your references.

Submission

- All coursework must be submitted to the Programme Administrator and a receipt must be obtained. Under no circumstances should other College staff/lecturer accept them.
- The copy of the coursework submitted will not be returned to you after marking.
- You must attach a copy of the plagiarism statement with the report.
- You must also submit your final one page Turnitin Report with this assignment.

Part 1

Over the last two decades, the rapid drop in communications and data storage costs have fuelled a rapid growth in the use of data warehousing for business intelligence and decision support. Data warehousing promises to allow decisions to be made based on analysis of large amounts of heterogeneous data gathered from many sources. The decision making process would be supported with automated data mining systems, greatly enhancing our ability to analyze the data. Application areas range from marketing to clinical decision support. To date, it can be argued that there have been many more failed than successful data warehousing projects. Reasons for the failures suggested by observers includes organizational issues such as lack of management support, lack of expertise, and resistance to change, as well as technical issues such as lack of data standards, incompatible systems, and inadequate data mining tools.

- 1.1 Identify three distinct areas that may help to address the problem of data warehousing failures. For each area, defend your choice based on two criteria: the importance of the area to success, and the likelihood of being able to find answers to the problems.
- 1.2 Pick one of your areas from part 1.1 and using examples from the literature, outline the extent to which this area has been progressed in terms of current business applications.

Part 2

You have taken a position as CRM Manager for a tour operator specialising in a niche market for the over 50s. As this is a new role in the company, the CEO has asked you to write a report demonstrating how CRM can help enhance the business.

- 2.1 Discuss the contemporary benefits of a CRM approach. List the key phases of CRM tools and techniques which could help in reducing the gap between customers and the company.
- 2.2 Justify the choice of applications of CRM for such a market segment. Identify and evaluate the benefits and challenges of implementing a CRM programme for this tour operator stating any assumptions that you need to make.

MARKING SCHEME

Topics	Weighting	Remarks
Part 1 [40%]		
Selection and evaluation of areas relevant to data warehousing failures	20	
Examples and analysis of the areas selected in enhancing data warehousing approaches	20	
Part 2 [40%]		
Discussion of CRM tools and their implementation	20	
Benefits and challenges of implementation in the case sector	20	
Presentation & Style aspects [20%]		

Professional report layout and style considerations including referencing format and usage	20	
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Assessment Type

Assessment No.	Type	Remarks
1	Individual	Report of 2500 to 3000 words - 80%
2	Individual	Presentation (15 minutes) covering issues discussed in lectures and from Assessment 1 - 20%

Presentation: (20%)

You are required to prepare presentation slides outlining the findings from your research based assignment identifying learning outcomes from the module that are clear and coherent, easy to follow, well-structured, and have a logical conclusion or summary. You might select any information systems familiar to you relevant to functional areas of business processes by identifying future directions for development. The presentation should be professional and formal.

This assignment will cover the following Learning Outcomes

1. Analysing the methods of data capture available to modern businesses
2. Apply the three level management structures to a range of organisations
3. Classify job roles based on types of decision making
4. Identify the appropriate IT systems required at each level of a company
5. Evaluate how, for each level, IT systems can influence business strategy

Generic Marking Scheme

To be applied to each assessment component for this assignment.

Grade	Percentage	Comment
A16 A15 A14	>=70%	Excellent: demonstrates intelligent understanding of the material with an insightful interpretation of its relevance in context, provides a thorough discussion of the implications with some original observations or recommendations.
B13 B12 B11	61% to 69%	Very Good: demonstrates an appreciation of the material with an informed interpretation of its relevance in context, provides an appropriately critical discussion of the implications covering the expected observations or recommendations.
C10 C9 C8	50 to 59%	Good: demonstrates a correct but limited grasp of the material with adequate interpretation of its relevance in context, attempts some critical discussion of the implications covering many of the obvious observations or recommendations.
D7 D6 D5	40 to 49%	Satisfactory: demonstrates a correct but superficial grasp of the material with a superficial or incomplete interpretation of its relevance in context, attempts a little critical discussion of the implications covering some of the obvious observations or recommendations.
E4	35 to 39%	Marginal fail: demonstrates inadequate understanding of the requirements
F3 F2 F1	<35%	Fail: demonstrates a lack of understanding of the material with minimal interpretation of its relevance in context, provides minimal or incoherent discussion of the implications covering very little in the way of observations or recommendations.

Late Submission and Extenuation

Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. Any extenuating circumstances form must be accompanied by valid evidence that conforms to the extenuating circumstances of the University of Wales Newport. Late submissions will be penalised.