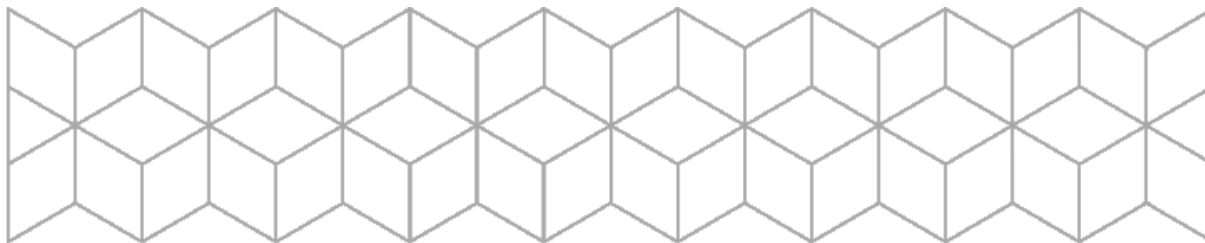


ASSESSMENT GUIDELINES

Course code:	IT31019
Course name:	Business Intelligence
Form of examination:	Written group exam
Date:	May 7th 2021
Lecturer(s):	Stig Henning Johansen
Comments:	All group members will get the same grade



ITL31019 Business Intelligence (Spring 2021)

The student

- is able to describe and understands the need for Business Intelligence
- can articulate modern concepts, theories, and research in the field of Business Intelligence (BI)
- can discuss the social and ethical issues related to the use of Business Intelligence technologies in organizations

Skills

The student can

- use Business Intelligence to formulate and solve corporate problems and to support managerial decisions
- use data analysis techniques to make better decisions
- work on BI development projects in a team environment

Content

Organisations have an increasing availability of information, and Business Intelligence provides clever methods, technologies and strategies to manage the huge amount of data.

The course provides a broad introduction to the field Business Intelligence and Analysis. In this course, the students will gain a better understanding of both established and cutting-edge processes used to retrieve data and to turn this information to key resources for the organisation.

Sensors will grade the exams based on the SOLO taxonomy below:

> > Increasing level of cognitive complexity > >

				<i>Creating 'unique' answers to problems</i>	<i>Making critical judgments based on a sound knowledge base</i>
	<i>Explaining important information</i>	<i>Solving closed-ended problems</i>	<i>Solving open-ended problems</i>	Syntese	Evaluering
<i>Recalling important information</i>	Forståelse	Anvendelse	Analyse	compose plan propose design formulate arrange assemble collect construct create set up organize manage prepare	judge appraise evaluate rate compare revise assess estimate
Kunnskap	translate restate discuss describe recognize explain express identify locate report review tell	interpret apply employ use demonstrate dramatize practise illustrate operate schedule sketch	distinguish analyse differentiate appraise calculate experiment test compare contrast criticize inspect debate question relate solve examine categorize		
F	E	D	C	B	A

Written Exam paper: 4 reports baded on the 100 point scale below. Excel sheet will be provided to grade the 4 reports

Grading is in line with the following valuation criteria from © UNIVERSITETS- OG HØGSKOLERÅDET (The Norwegian Association of Higher Education Institutions). General, qualitative description of valuation criteria

A	92 – 100 points	An excellent performance, clearly outstanding. The candidate demonstrates excellent judgement and a very high degree of independent thinking
B	77 – 91 points	A very good performance. The candidate demonstrates sound judgement and a high degree of independent thinking.
C	58 – 76 points	A good performance in most areas. The candidate demonstrates a reasonable degree of judgement and independent thinking in the most important areas.
D	46 – 57 points	A satisfactory performance, but with significant shortcomings. The candidate demonstrates a limited degree of judgement and independent thinking.
E	40 - 45 points	A performance that meets the minimum criteria, but no more. The candidate demonstrates a very limited degree of judgement and independent thinking
F	< 40 points	A performance that does not meet the minimum academic criteria. The candidate demonstrates an absence of both judgement and independent thinking.

	A	B	C	D	E	F	G
1	Assignment 1: Team 2		Total points & weight		Achieved points	Simulated exam evaluation & justification (100 points)	
2	Areas	Main contents	100	Guide	0	#/T	0%
4	Executive summary	Main purpose and highlights so that I know what to expect	3				
5	Flow and structure	Delivers the Executive summary above, complies to academic report writing, easy to read and find the highlights, highlights tied together and link to assignment 2	5				<ul style="list-style-type: none"> Explain the purpose of this model (what insight will this give you) and what value this will bring to the assignment the forthcoming BI assignments (why and how is it relevant and how do you intend to use it)
6	Business Model Canvas - HL	Why have you used this model, how does it fit into the KPIs and metric used in BI	30				<ul style="list-style-type: none"> For every of the 9 sections: <ul style="list-style-type: none"> Explain what the section is and why it is important (what is key activity and why it is important to the company, why is it relevant to BI CSF to KPIs & metrics and data retrieval and dashboard storytelling) List the most important key activities, explain why these are important List the benefits and explain how these key activities will drive the benefits Put down goals/objectives to measure these benefits so that it is more clear & that we can measure success (did we reach our objectives/goals etc.) - the core of performance and then link to BI
7	The 9 sections -1	Captured what is important to the industry & your company, understood the how to go from HL (important to benefits) to DL (goals/objectives) and how that relates to BI	25				
8	The 9 sections -2	Linked any of the 9 sections together and why. HL (just a "statement") or DL (example to document the link "3 sections - 1 above) and how that related to BI	25				
9	Implications and further use	What have you learned both in general (what knowledge/insight into the business did you get from the BMC) & specifically (any findings that you think is critical for the company) & how will you use that in the other assignments	10				
10	Reflection	How well the team work together, did you have problems and did you fix these and how, the "back & forth" and what you learned from	2				<ul style="list-style-type: none"> Link the section to BI and form CSF to KPI & metrics - which will be relevant to assignment 2-4 BI: <ul style="list-style-type: none"> The more connections you can make between the assignments - the more you show me that you have a holistic understanding (which is good for your grade) Conclude what is most important in the bullets above so that you show me that you have really understood this Now every section has a conclusion which will be a short list of possible really important points where you will find good starting point for KPIs & metrics in assignment 2 etc. Now that you have explained all the 9 sections - you have the opportunity to really show that you have understood the BMC <ul style="list-style-type: none"> Tie some or all of the 9 sections together with an example relevant to your company All of the above give you an opportunity to cover the excel feedback/grade I sent out last week. <ul style="list-style-type: none"> Remember to add an executive summary and the reflection section
11							
12							
13							
14	Overall comment						
15							
16							
17							
18							

	A	B	C	D	E	F
1	Assignment 2:		Total points & weight		Achieved points	Simulated exam evaluation & justification (100 points)
2	Areas	Main contents	100	Guide	0	#/T
4	Executive summary	Main purpose and highlights so that I know what to expect	3			
5	Flow and structure	Delivers the Executive summary above, complies to academic report writing, easy to read and find the highlights, highlights tied together, builds on assignment 1 and sets up assignment 3	5			
6	Balanced scorecard, KPIs and metrics	What are these definitions, what value & insights do they bring to a company, how do they link to the business model and to BI	25			
7	The goal	Why did you select this goal, what value will insight into this area bring to the company, what potential decisions can we make with this insight and who is your audience	25			
8	1 area of success & 1 area of improvement, the KPIs & metrics	Why did you select these 2 areas and the respective KPIs & metrics. How will this provide context & insight and support decision making	30			
9	Implications and further use	What knowledge/insight did you get from the 3 green sections above and how does it connect to assignment 3 and 4	10			
10	Reflection	How well the team work together, did you have problems and did you fix these and how, the "back & forth" and what you learned from it	2			

	A	B	C	D	E	F
1			Total points & weight			
2	Assignment 2:				Achieved points	Simulated exam evaluation & justification (100 points)
3	Areas	Main contents	100	Guide	0	#/T
4	Executive summary	Main purpose and highlights so that I know what to expect		3		
5	Flow and structure	Delivers the Executive summary above, complies to academic report writing, easy to read and find the highlights, highlights tied together, builds on assignment 1 and sets up assignment 3	5			
6	What is the: BI and the BI process Data mining process What are facts, dimension and benchmarks (if not included in assignment 2)	What are these definitions, what value & insights do they bring to a company, and how is it linked to the Business Model (and ERP)	30			
7	We need to understand what we sell to who and how + are we successful/profitable	How did you apply the theory above + previous assignments to identify the facts, dimension and benchmarks for your company + explain why these fact/dimension/benchmarks will give you the required insight	25			
8	Data mapping	How did you use data file to identify/validate the facts & dimension above	25			
9	Implications and further use	What knowledge/insight did you get from the 3 green sections above and how does it connect to other assignments	10			
10	Reflection	How well the team work together, did you have problems and did you fix these and how, the "back & forth" and what you learned from it	2			

	A	B	C	D	E
1			Total points & weight		
2	Assignment 4:				Achieved points
3	Areas	Main contents	100	Guide	0
4	Executive summary	Main purpose and highlights so that I know what to expect		2	
5	Flow and structure	Delivers the Executive summary above, complies to academic report writing, easy to read and find the highlights, highlights tied together, builds on assignment 1,2 and 3	3		
6	What is the: What are the benefits and limitation when making an BI dashboard What different components make up a BI dashboard What is most important when you are making this BI dashboard	Explain this, use examples and apply it generally to a company or to key content already in previous assignments	30		
7	In PowerBI desktop version: Visualise the metrics in assignment 3 In the assignment document: Why did you choose this type of visualisation per metric? How does the metrics & visualisation & functionality compliment each other What are the key points/user stories you will tell when you present to your audience What insight/education did you bring to the table What type of decisions can we make based on this insight	Screen shots in the PowerBI dashboard metrics in the assignment paper Explain the contents in cell A7 but remember to link it to the theory above	60		
8	Implications and further use	What knowledge/insight did you get from the 3 green sections above and how does it connect to other assignments	3		
9	Reflection	How well the team work together, did you have problems and did you fix these and how, the "back & forth" and what you learned from it	2		

Oral exam:

Oral exam approx. 40 minutes where you present for maximum 20 minutes

Act as a team but every team member has to present something in regards to the list below

Present the PowerBI dashboard you have built

1. What stories (fact to insight to story to educate/make decisions)
 1. What makes these stories important to the audience
 2. What insights do these stories bring
 3. What decisions can you make
 4. What further investigation do you recommend