

RESIT BRIEF

L7 Data Design Management: Individual presentation with annotations, 100%

Module Leader: Stelios Sotiriadis

Key Details and Requirements

Submission deadline: Monday 11 September 2023, no later than 16:30pm (UK local time)

Learning outcomes:

1. Understand the role, impact, collection and usage of data and how it shapes company strategies;
2. Understand and critically evaluate how progress in data processing technologies can shape and change business models in the corporate world and society in general;
3. Understand and apply appropriate theoretical concepts, tools and techniques to design appropriate data management processes and data models to apply them in business contexts;
4. Critically evaluate different technologies widely used in the market to process data and transform it into knowledge.
5. Apply the acquired technical skills to create powerful reports based in the objective analysis of the data sources, combining analytics and visual presentations.

Assessment details: Individual presentation with annotations, 100%

Referencing: Students are expected to use Harvard Referencing throughout their assignments where required. Please follow the [Harvard Referencing Handbook](#) for all your assignments at the ULBS.

Submission Method: Turnitin - Your work needs to be put through Turnitin. All submissions will be electronically checked for plagiarism and the use of AI software.

You have the option to upload your work ahead of the deadline, ULBS will be reviewing your last submission only.

Turnitin cannot be used for late submissions. In such case, you should send your work to Turnitin-submissions@law.ac.uk

If you experience issues when uploading your work, please email it by the deadline to Turnitin-submissions@law.ac.uk

ULBS Assessment Office Contact Details

The ULBS Assessment Office are here to help should you have any non-academic questions related to your assessments. You can contact them at Ulbs-assessments@law.ac.uk

ASSIGNMENT DETAILS

You will need to design a database and implement your scripts for a university. Consider the following use case specification:

A multinational enterprise (MNE), of your choice, with a head office in the UK, wants a new database to report on equality, diversity and inclusion (EDI) to inform operations and development of their subscription services. The database should record details of its consumers (e.g., name, EDI traits and demographics) and their subscriptions to services. In particular, what subscriptions are offered in a year, and what category of subscription? For each service, it should be possible to retrieve the name and contact details of the business lead and several credentials for the service. Finally, it should be possible to query the database to determine which consumer has subscribed to what service and which EDI trait subscribes to what service.

Your tasks are the following:

1. Design an ER diagram with the appropriate relationships and cardinality for the above use case.
2. Develop the SQL scripts and the database for the ER diagram
3. Insert at least 5 records of your desired data in each table of the database, feel free to improvise in terms of the number of records.
4. Provide SQL statements for the following queries:
 - a. Extract all the consumer names with a specific name.
 - b. Search for a service of a specific subscription
 - c. Count how many consumers with subscriptions.
 - d. Calculate the average age of the consumers.
 - e. Extract all consumers with a current subscription.
 - f. Extract all business leads.
 - g. Extract which business lead leads a specific service for a consumer.
 - h. Count how many business leads are in the system.
 - i. Extract what EDI trait subscribes to a specific service.
5. Briefly present your use case.
6. Discuss the data organisation in terms of legal and ethical aspects

Organise your coursework in a single presentation file and include (a) the ER diagram, (b) the SQL scripts and (d) references to any sources used for this coursework.

Module Assessment Criteria

Class	Attributes	Marks
Distinction	<ul style="list-style-type: none"> • Illustrates an excellent level of understanding of complex issues in the subject. • All requirements of the work are dealt with to a high standard and the work is free from all but isolated minor errors. • The material is wholly relevant to the tasks. • Excellent analysis, synthesis and critical reflection with the ability to tackle issues and questions not previously encountered. • Evidence of independent and original judgment in relation to the resolution of the client's needs and problems. • Excellently presented in terms of structure and professional style. 	70-100%
Commendation	<ul style="list-style-type: none"> • Illustrates a very good understanding of the issues in the subject, some of which are likely to be complex with some independent critical thought appropriate to the tasks. • Most of the requirements of the work are covered with only a few gaps or minor and inconsequential errors. • The material is largely relevant to the tasks and there is a good attempt at analysis, synthesis and critical reflection with evidence of some ability to tackle issues not previously encountered. • The work is presented in a clear and well-organised manner with only minor spelling and grammatical errors. 	60 -69%
Pass	<ul style="list-style-type: none"> • The work displays good knowledge and understanding and its relevance to the task. • The submission exhibits clear analysis and reasonable use of grammar, spelling and language. • It may contain errors and lack fluency. • Limited evidence of the ability to sustain a relevant argument or logical reasoning. 	50 – 59%
Fail	<ul style="list-style-type: none"> • Exhibits an unsatisfactory grasp of the issues in the subject. • Primarily descriptive and lacking in independent critical thought appropriate to the tasks. • Weak or no attempt at analysis, synthesis and critical reflection with little evidence of ability to tackle issues not previously encountered. • Poor spelling or other grammatical errors. 	0 - 49%