

Academic Analysis

KEY INFORMATION

Due date	5 December 2020
Weighting	10.5%
Relevant chapters	1 - 9
Assessment format	Essay (.doc/.docx)
Length	2,500 words (10% allowable either way, does not include title page, table of contents, appendix and references)
Specific requirements	Includes journals, papers and books sourced from the library or other university resources, Harvard or APA system, Journal Articles. General rule of one resource per 150 words.

LEARNING OUTCOMES

On completion of this unit, students will be able to:

1. Access academic theories, frameworks and knowledge and apply them to a real-world problem.
Specifically, they will be able to:
 - a. Define the problem;
 - b. Gather and analyse the evidence; and
 - c. Demonstrate management.

GRADUATE ATTRIBUTES

- 1. graduates are professional - communicate effectively
- 1. graduates are professional - display initiative and drive, and use their organisation skills to plan and manage their workload
- 1. graduates are professional - employ up-to-date and relevant knowledge and skills
- 1. graduates are professional - take pride in their professional and personal integrity
- 1. graduates are professional - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems
- 2. graduates are global citizens - adopt an informed and balanced approach across professional and international boundaries
- 2. graduates are global citizens - think globally about issues in their profession
- 3. graduates are lifelong learners - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas
- 3. graduates are lifelong learners - be self-aware

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- 3. graduates are lifelong learners - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development.

BRIEF

You are required to select one of two options presented below to complete your academic analysis. Whilst the analysis will require you to apply insights from all nine chapters, some options will require specific focus on named chapters.

ASSIGNMENT INFORMATION

Option 1: Case Studies

In this option you will research and write two short case studies on firms or organisations (large or small, local or international) which are successfully using Big Data and which you have researched using primary and/or secondary methods (either observation or by collecting other verifiable/strong data such as the case-study company websites, specific media reporting and annual reports). One of these companies can be your own company.

Name and briefly describe the organisations and then reflect on how each is using, visualising and adding value for itself and for its customers/stakeholders using Big Data. Structure your assignment by researching and citing academic theories, frameworks and knowledge – especially using the 7Vs of Big Data, the Big Data Business Maturity Index, and the Big Data Value Creation Model referenced in your learning content – and then demonstrating how these businesses/organisations apply them to their real-world problems.

Be sure to define the problem(s), gather and analyse evidence about these problems and how they are being addressed by each company, and finally demonstrate management by making evidence-based recommendations about changes each company could make to improve value creation. Demonstrate any similarities or trends between the two companies. Also, provide some insights into emerging trends and how would you would manage data in this dynamic environment.

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CONSIDERATIONS

Upon review of my essay, have I demonstrated critical thinking aligned with my chosen analysis task option?

Specifically:

- Have I Identified and defined the academic concepts related to the analysis task using current academic literature?
- Have I demonstrated an analysis of these relevant concepts and topics?
- Have I demonstrated an ability to apply and integrate the relevant concepts and topics in the analysis; have I provide evidence or examples?
- Have I developed an argument and demonstrated understanding of differing points of view?
- Have I demonstrated understandings of the relevance of the chosen concepts to the overall concept of management?
- Have I demonstrated understandings of considerations and implications for contemporary management practice?
- Did I produce a quality submission? Consider presentation, referencing and a balance between academic and industry sources. Consult with your academic regarding appropriate formatting and styling.

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CRITERIA	FAIL: < 50%	PASS: 50-64%	CREDIT: 65-74%	DISTINCTIO N: 75-84%	HIGH DISTINCTION:
Define the problem 1 (15%)	Few relevant academic concepts or readings have been presented.	Some of the academic concepts that are the subject of analysis have been outlined and relevant reading on the topic has been demonstrated.	Most of the academic concepts that are the subject of analysis have been outlined and relevant and current reading on the topic has been demonstrated.	Academic concepts that are the subject of analysis have been clearly outlined and relevant and current reading on the topic has been demonstrated.	Academic concepts that are the subject of analysis have been clearly outlined and extensive, relevant and current reading on the topic has been demonstrated.
Define the problem 2 (15%)	Few aspects of the analysis task have been addressed and evidence has been applied in an inconsistent manner.	Some aspects of the analysis task have been addressed and some evidence has been applied.	Most aspects of the analysis task have been addressed and evidence has been applied.	Most aspects of the analysis task have been addressed and evidence has been applied and integrated convincingly.	All aspects of the analysis task have been addressed in depth and evidence has been applied and integrated convincingly.
Gather and analyse evidence 1 (15%)	No analysis of the topic.	Demonstrated some analysis of the topic.	Demonstrated a thoughtful analysis of the topic.	Demonstrated a detailed analysis of the topic.	Demonstrated a detailed and insightful analysis of the topic.
Gather and analyse evidence 2 (15%)	The argument shows limited understanding, or analysis of differing points of view.	Developed an argument that shows an understanding of the differing points of view – there is some evidence of analysis.	Developed an argument that shows an understanding and analysis of the differing points of view.	Developed an argument that shows a high level of understanding and analysis of the different points of view.	Developed a sophisticated argument that shows a high level of understanding and analysis of the differing points of view and the implications of these.
Gather and analyse evidence 3 (10%)	Some sources are appropriately acknowledged with consistent errors.	Most sources are appropriately acknowledged with consistent errors.	Most sources are appropriately acknowledged - some errors in the referencing style.	All sources are appropriately acknowledged - minor errors in the referencing style.	All sources are appropriately acknowledged using the correct referencing style.

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Demonstrate management 1 (15%)	The chosen division concept has been poorly related to the overall concept of management.	Related the chosen division concept to the overall concept of management.	Related the chosen division concept to the overall concept of management in a consistent manner.	Related the chosen division concept to the overall concept of management in a comprehensive manner.	Related the chosen division concept to the overall concept of management in a highly effective and comprehensive manner.
Demonstrate management 2 (15%)	Have not considered how the differing values and approaches within management have implications on everyday operations.	Considered how some of the differing values and approaches within management have implications on everyday operations.	Considered how the differing values and approaches within management have implications on everyday operations in a consistent manner.	Considered how the differing values and approaches within management have implications on everyday operations and provided reasoned thought on this.	Considered how the differing values and approaches within management have implications on everyday operations and provided insightful thought on this.