

Assignment Briefing

Module Name	Business Information Analysis
Module Code	BB4401
Assignment Title	Statistical Analysis
Type of Submission	Individual Report -- Reassessment
Weighting of the assignment in the overall module grade	50%
Word Count	2000 words
Issue Date	28 June 2021
Submission Date	13:00 on Monday, 26 July 2021
Date of Feedback to Students	Thursday, 5 August 2021
Where feedback can be found	In the "Comments" box on Turnitin including a breakdown of the allocation of marks.

Assignment Task

Write a report that presents between FIVE and SEVEN statements, each supported by a clear rationale, and an appropriate analysis of the relevant student survey data that is then used to either confirm or reject each statement. You should then draw conclusions and, if appropriate, suggest recommendations for each statement based on your results.

You are also required to create Web pages for TWO of your statements. These two Web pages should be linked. That is, you should be able to click on a link from one of the pages to go to the other page. The content of the pages should be written in HTML and the design for the pages should be written in CSS files with a link in each HTML file to the relevant CSS file.

At the end of the report there should be an Appendix which presents the code for each HTML file and each CSS file. The code for each file should be presented below the name of the file.

A good report will include a variety of statistical analyses and thus you should try to avoid using statements that require the same type of analysis to be applied.

The data is presented in `SurveyResponses2021.xlsx`.

You must submit a **single Word document** using the Canvas digital dropbox by 13:00 on Monday, 26 July 2021.

The document should include the report which should be no longer than 2000 words in length (**excluding the appendix**).

The report must include:

- a title page.
- a contents page.
- an introduction that introduces the content of the report and its structure. (Note that this should be written once the other sections of the report have been completed.)
- a statements section which includes a collection of subsections each of which focuses on one of the statements.
- an appendix which presents the code for each HTML file and each CSS file.

The statements section should be presented as follows:

2. Statements

2.1 ...Put your first statement here...

2.1.1 Rationale

2.1.2 Analysis

2.1.3 Conclusions/Recommendations

2.2 ...Put your second statement here...

2.2.1 Rationale

2.2.2 Analysis

2.2.3 Conclusions / Recommendations

...

A table or chart should be used where it aids the readability of the result and should be presented within the relevant analysis subsection. Any table or chart should be presented in an indexed and titled figure and within the margins of the text.

Background/Context

In developing the report you should make use of Excel and its functionality, and appropriate descriptive statistics. Your analyses should be well thought through, with a clear explanation of:

- why you have undertaken a particular analysis
- the conclusion(s) you may draw from its results

You are required to write statements where:

- at least one requires the comparison of two or more subsets of students
- and at least one requires an analysis that includes the mean, median and mode

For each statement you should:

- provide a clear rationale for its inclusion in the report. That is, describe why you believe it to be true before undertaking the analysis
- apply the appropriate descriptive statistics
- report on the results
- confirm or reject the statement based on the results of the analysis
- derive relevant conclusions and recommendations from the analysis.

Allocation of Marks

	Allocated Marks
Statements and Rationales	25%
Analyses of Data	35%
Conclusions and Recommendations	15%
Presentation and Structure	10%
Web Pages	15%

**FEEDBACK ON THE WRITTEN ELEMENTS OF THE MODULE WILL BE BASED ON
UNDERGRADUATE L4 GRADE CRITERIA:**

CLASS	%	LETTER GRADE	OVERALL DESCRIPTION	GUIDELINE GRADE DESCRIPTIONS
First	85-100	A+	Outstanding	Your work meets all of the criteria described below for the A and A- grades. On top of that, it shows that you have got an exceptional grasp of the skills and knowledge covered in this module. Your work also shows that you are able to analyse key concepts in a way that is unusually advanced for this level of study and that goes beyond the theories and models that we studied. Your practical work shows extremely good technical skills for this level. It is clear that you have taken a highly professional approach to your work. Your creative work shows evidence of innovation and/or well-judged experimentation and risk-taking. Your work shows that you have followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.
1st	75-85	A	Excellent	Your work shows a thorough grasp of the skills and knowledge required for this module. It is clear from your work that you have engaged in wide reading and study that goes well beyond the core areas needed to complete the assessment. Your work shows a good ability to analyse key concepts using the models and theories that we covered in the course of the module. You have shown that you are able to define problems and/or practical issues clearly and to apply appropriate methods and tools covered in the module to tackle them.
	70-74	A-	Very Good	Your practical work shows very good technical skills for this level. It is clear that you have taken a professional approach to your work. Your creative work shows that you have been willing to innovate and/or to experiment with some new concepts and to take some well-judged risks. Your work shows that you have followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.
2.1	67-69	B+	Good	Your work shows a good knowledge and understanding of the material covered in this module. Your work also shows that you are able to analyse ideas using the principles, theories and approaches that we covered in the module. Your work also shows that you are able to define problems and/or practical issues clearly and to apply appropriate methods and tools covered in the module. However, although your work does show that you recognise some of the complexities of this area of study, not all of your conclusions are based on sufficient evidence. Your practical work shows good technical skills for this level. You have taken a professional approach to most aspects of your work. Your creative work shows some evidence of a willingness to innovate and/or to experiment and explore new ideas. Most of your work shows good academic practice in terms citation and referencing, presentation format and clear, accurate English.
	64-66	B		
	60-63	B-		
2.2	57-59	C+	Satisfactory	Your work shows some knowledge and understanding of the material covered in this module. Your work tends to be descriptive, with only limited analysis using the principles, theories and approaches that we covered in the module. There is some evidence in your work that you have applied the methods and tools covered in the module appropriately. You have recognised some, but not all, of the complexities of this area of study. Your practical work shows that your technical skills are satisfactory at this level. It is clear that you are developing a professional approach to your work. Your creative work mostly sticks to familiar ideas but you have shown some willingness to experiment. Your work follows good academic practice to some extent in terms of citation and referencing, presentation format and clear, accurate English.
	54-56	C		
	50-53	C-		
3rd	47-49	D+	Adequate	Your work shows that you have gained a basic knowledge and understanding of the material covered in this module. Your work is descriptive, rather than analytical, and you have made a number of assertions without any evidence to back up your arguments. There is some evidence in your work that you have applied the methods and tools covered in the module appropriately. Your practical skills are adequate for this level. You are beginning to develop professional approach to some aspects of your work but this professionalism is not evident throughout. Your creative work sticks to familiar ideas and there is little evidence that you have tried to explore new territory. Your work shows some evidence of good academic practice in terms of citation and referencing, presentation format and clear, accurate English, but this is not always consistent throughout.
	44-46	D		
	40-43	D-		

Marginal Fail	35-39	F5	Unsatisfactory	Your work shows only a limited knowledge and understanding of the material covered in this module. Your work is descriptive and shows no attempt to analyse ideas or arguments. There are some inaccuracies in your work and it is not always logical or coherent. Your practical works shows that your technical skills are not always adequate for you to complete work at this level. There is little evidence of a professional approach to your work. Your creative work sticks only to familiar ideas and you have not explored any new territory. Your work has not followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.
Fail	34 and below	F4	Poor	Your work shows little knowledge or understanding of the material covered in the module. Your work is descriptive and shows no attempt to analyse ideas or arguments. Some of your work is irrelevant and it is not always logical or coherent. Your work suggests that you have not understood the methods and tools covered in the module. Your practical work shows poor technical skills. You have not taken a professional approach to your work. Your creative work has not engaged with any new ideas. You work does not meet most of the Learning Outcomes for this module. Your work has not followed good academic practice in terms of citation and referencing, presentation format and clear, accurate English.

Avoiding plagiarism

When you write an essay, report or dissertation you should always cite the published sources to which you quote, refer to or use as evidence, otherwise you are likely to be committing plagiarism, which is a form of academic misconduct with potentially very serious consequences. References need to be made both within the text and in a list at the end.

The aim in doing this is to ensure that somebody reading your work can easily find these sources for themselves. This applies to whether you are using a book, a report, a journal article or an Internet site. You will probably know from your own experience how much easier it is to find a reference when a reading list or bibliography is clear and unambiguous. There is help available from the library and online, including a range of videos such as those given below:

https://mykingston.kingston.ac.uk/library/help_and_training/Pages/referencing.aspx.

<http://www.citethemrightonline.com/basics>

Do remember you can submit your work as many times as you like before the final deadline. It is a good idea to check your Originality Report and ensure that any potential plagiarism is eradicated for your work by rewriting in your own words and referencing correctly. The staff on the BLASC desk in the LRC will be able to advise on this. Here you can find out how to access your Originality Report:

https://studyspace.kingston.ac.uk/bbcswebdav/institution/Support/Student_Guide_to_Turnitin_v2.pdf?target=blank

Additional helpful resources can be found here:

<http://www.youtube.com/watch?v=1yYf8AihndI>

The best way to avoid academic misconduct or plagiarism is to use your own words at all times; do not cut and paste from other work.

Illness or other mitigating circumstances

By submitting an assignment you are declaring yourself fit to take the assessment therefore please make sure that if you are unwell you understand our mitigating circumstances process. The most important thing to do is keep us informed if you are experiencing problems! See our regulations on this link:

<http://www.kingston.ac.uk/aboutkingstonuniversity/howtheuniversityworks/policiesandregulations>

Group work and academic misconduct

Work submitted by a group is the responsibility of the group as a whole. In the unfortunate event of the work being judged to have been plagiarised, the only circumstance in which it is possible that the responsibility for the misconduct would only fall on the group member who actually committed it, would be if there were clear evidence that that member had dishonestly misled the rest of the group as to the source of his/her contribution. This would require clear and contemporaneous evidence of group discussions of the sort which should be available if groups follow the advice given about keeping a log of group proceedings. If the group work is simply allocated amongst the members of the group without any sort of group review of the outcomes, then all the group members are taking on themselves the risk that some element of the work is

tainted by academic misconduct. If you are unclear about any of this, you should refer to the University's guide to Plagiarism for further explanation.

