**INTERNATIONAL
COLLEGE OF
MANAGEMENT**

SYDNEY

Term	T3 2022
Unit Code & Description	MGT812 - Strategic Intelligence and Analytics
Lecturer/s	Dr Ilja Nastjuk
Assessment Release Date	17 November 2022
Assessment Submission Date	20 November 2022
Number of Questions	4
Total Marks	100
Assessment Weighting	40

Question	Possible Marks
a	20
b	30
c	20
d	30
TOTAL	100

Instructions

Please answer all questions in a separate Word-document and submit the Word-document into Moodle before the due date. All references cited in the submission document must appear in the reference list. The reference list should be located at the end of your submission document.

AusCars Pty is a car dealer operating out of Sydney. Andrew founded the business in 2015 by opening its first showroom in Ashfield, Sydney. Over the past few years, Andrew opened two more showrooms in Sydney, located in Mascot and Randwick. You work as a business analyst for AusCars Pty and support Andrew in several critical business decisions.

Question 1:
The accounting department of AusCars Pty Ltd deals with the processing of critical documents such as invoices, purchase and sales orders, financial statements, and sales quotes. Processing of these documents is currently done manually, which causes a negative ripple effect. For example, employees manually transfer data from various documents into the accounting system, and documents tend to be misplaced or delayed and become vulnerable to unauthorised changes or exposure of confidential information. In addition, the accounting department incurs additional costs, such as those related to pre-printed forms, inefficient distribution, and storage.

Critically analyse how Business Process Management (BPM) can be used to manage the challenges in Petrov's accounting department (approx. 400 words, 20 marks).

Question 2:
Andrew plans to open another showroom in Sydney. He is not sure where to open the new showroom and asks for your help.

Identify and justify 4 datasets that could help generate insights on where to open the new store in Sydney. Explain how you would acquire the suggested data and the challenges associated with the collection of this data (approx. 600 words, 30 marks).

Question 3:
Explain how each type of data analytics (descriptive, diagnostic, predictive, and prescriptive) could be applied to the suggested datasets to generate insights on the new showroom location. (approx. 400 words, 20 marks).

Question 4:
Andrew plans to implement a new accounting software to manage the challenges in the accounting department. Use one of the diagrams of the system development lifecycle design phase (e.g., use case diagram, Entity Relationship Diagram (ERD), or activity diagram) to visualise the requirements for the accounting software. Justify the assumptions for the proposed design of the accounting software (i.e., functionalities that should be included in the accounting software, "things" to be stored by the system, or users of the system) (approx. 600 words for the assumptions, 30 marks).

Marking Rubric

Criteria	Fail <50	Pass 50-64	Credit 65-74	Distinction 75-84	High Distinction 85-100
Q1)	An insufficient analysis of business process management concepts to manage the challenges.	A limited a analysis of business process management concepts to manage the challenges.	A good analysis of business process management concepts to manage the challenges.	A very good analysis of business process management concepts to manage the challenges.	An excellent analysis of business process management concepts to manage the challenges.
Q2)	An insufficient justification and explanation of data types, approaches to data collection, and challenges	A limited justification and explanation of data types, approaches to data collection, and challenges	A good justification and explanation of data types, approaches to data collection, and challenges	A very good justification and explanation of data types, approaches to data collection, and challenges.	An excellent justification and explanation of data types, approaches to data collection, and challenges.
Q3)	An insufficient explanation of the types of analytics to analyse the suggested data.	A limited explanation of the types of analytics to analyse the suggested data.	A good explanation of the types of analytics to analyse the suggested data.	A very good explanation of the types of analytics to analyse the suggested data.	An excellent explanation of the types of analytics to analyse the suggested data.
Q4)	An insufficient justification and design of the accounting software.	A limited justification and design of the accounting software.	A good justification and design of the accounting software.	A very good justification and design of the accounting software.	An excellent justification and design of the accounting software.