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| Submission Deadline | Marks and Feedback |
| Before 10am on: | **20 working days after deadline (L4, 5 and 7) 15 working days after deadline (L6) 10 working days after deadline (block delivery)**  Click or tap to enter a date. |





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| Unit title & code | Using Data to Build Business Practice - BSS004-1 |
| Assignment number and title | **INDIVIDUAL** Assignment 1 – Questionnaire Design |
| Assessment type | Data exercise |
| Weighting of assessment | 25% |
| Size or length of assessment | 1000 word report + questionnaire |
| Unit learning outcomes | 1. Identify data requirements and the appropriate data collection instruments required for effective business decision making 2. Conduct appropriate analysis and clearly communicate findings to a stated audience |





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| What am I required to do in this assignment? |
| An SME employing around 100 people is experiencing problems with some staff who seem to be dissatisfied with the pay structure within the company.  Although nothing has been officially reported to management, senior staff have heard that staff are unhappy about, amongst other things, the gender mix and age distribution in different roles, the pay scales, and the age distribution.  The HR manager has decided to conduct a review of the company’s pay structure. She is planning to put together a task force to gather data from current employees about their views on this particular aspect of the company’s operations.  You have been approached as a Business student to assist in the collection of data. In particular, you are required to:   * Based on your knowledge, discuss the suitability of a questionnaire as a method of data collection for this project. * Suggest, with justification, what data they need to collect. * Design a questionnaire which can be used to collect the required data, with a justification for the types of questions you have asked and the specific questions you have included.   **Notes:**  **THIS IS AN INDIVIDUAL ASSIGNMENT. PLEASE MAKE SURE YOU WORK INDEPENDENTLY AND THE WORK YOU SUBMIT IS YOUR OWN.**  This assignment does NOT require you to collect the data.  Your submission MUST include the questionnaire you have designed.  Your questionnaire must include questions you have **WRITTEN YOURSELF** |
| What do I need to do to pass? (Threshold Expectations from UIF) |
| * Discuss the validity of an appropriate technique for the purpose collecting data for the given scenario * Identify the type of data required to help make a decision * Compile a template that can be used for the purpose of future data collection |
| How do I produce high quality work that merits a good grade? |
| We will be filling this section in together in class on make sure you have downloaded/printed out the Assignment Brief and bring it to the session with you.  Lecture in Week 2  Lecture in Week 3  Workshop in Week 3  Workshop in Week 4  Workshop in Week 5 |
| How does assignment relate to what we are doing in scheduled sessions? |
| In the first few weeks of the unit, we will spend time discussing data collection methods, critiquing questionnaires, and designing questionnaires. |



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| How will my assignment be marked? |
| Your assignment will be marked according to the threshold expectations and the criteria on the following page.  You can use them to evaluate your own work and consider your grade before you submit. |

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|  | **3rd Class – 40-49%** | **Lower 2nd – 50-59%** | **Upper 2nd – 60-69%** | **1st Class – 70%+** |
| 1  Suitability  of a questionnaire  (20%) | A limited discussion of the suitability of a questionnaire for this project. Discussion of other approaches is very limited or not included at all. | Good but limited discussion of the suitability of a questionnaire for this project. Discussion of the appropriateness of other approaches is limited. | Good and extensive discussion of the suitability of a questionnaire for this project. Discussion of the appropriateness of other approaches is also included. | Excellent and thorough discussion of the suitability of a questionnaire for this project. Discussion of the appropriateness of other approaches is also included. |
| 2 Understanding of the data which need to be included (20%) | Some understanding of what data needs to be collected but only basic aspects are included and the justification for the questions is poor. | Good understanding of what data needs to be collected. Most aspects are included but the justification for the questions needs to be stronger. | Very good understanding of what data needs to be collected. Very few aspects are left out. A clear justification for the questions is provided. | Excellent understanding of what data needs to be collected. A comprehensive list of data with clear justification is included. |
| 3  Questionnaire design  (50%) | Design of the overall layout and types of questions is adequate. Poor wording of individual questions. | Good design in terms of the overall layout and question types. Design and wording of individual questions could be better. | Very good design in terms of the overall layout and question types. Design of individual questions is mostly very good. Wording of some questions could be better. | Excellent design in terms of the overall layout and question types as well as individual questions. Questions are worded well. |
| 4  Structure and referencing  (10%) | Poor structure with many grammatical and spelling errors. Poor sources used and poor formatting of references. | Poor structure with grammatical and spelling errors. Lack of evidence of wider reading. Some errors in formatting referencing. | Good structure with some grammatical and spelling errors. Evidence of wider reading. Some errors in formatting references. | Excellent structure with very few grammatical and spelling errors. Evidence of wider reading. Good referencing using Harvard referencing style both within the text and in the reference list. |