

Unit Title: Introduction to Big Data	
Level:	Entry Three
Credit Value:	5
GLH:	50
OCNLR Unit Code:	KJ3/E3/LQ/004
Ofqual Unit Reference Number:	A/617/9006

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the use of Big Data in business.	1.1. Identify what is meant by the term 'Big Data'. 1.2. Identify what is meant by 'structured data' and 'unstructured data'. 1.3. Identify what is meant by the original '3 Vs of Big Data': a) Volume b) Velocity c) Variety 1.4. Identify a key benefit anticipated by organisations working with Big Data. 1.5. Identify a challenge to organisations working with Big Data.
2. Understand how meaningful information is derived from Big Data.	2.1. Give one example of how an organisation has used Big Data in a way that was useful to them.
3. Understand the role of data analysis of Big Data.	3.1. Identify the role of 'data analysis' in relation to Big Data. 3.2. Give one example of how a particular data analysis method could lead to useful insights for a commercial company.

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner's portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study		Project	✓
Written question & answer/test/exam	✓	Role play/simulation	
Essay	✓	Practical demonstration	
Report		Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary		Practice file	