

Undergraduate Diploma in Business Administration: Intake September 2025

Assessment Task: Written assignment based on chosen questions	
Module: <i>Managing Data and Its Implications</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 02 July 2026	
<p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to manage data and its implications.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in managing data for business.</p> <p>Note <i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block; margin-bottom: 5px;"></div> <p>Question 1: What key measures should businesses implement to ensure compliance with European data protection legislation, and how can a GDPR compliance checklist support organisations in managing their legal, operational, and ethical responsibilities when processing personal data?</p> <p>Your response should address the following areas:</p> <ul style="list-style-type: none"> • An overview of the importance of GDPR compliance for businesses operating within the European data protection framework. • Identification of the key policies, procedures, controls, and practices organisations should implement to comply with GDPR requirements. • A detailed explanation of each checklist item, including: <ul style="list-style-type: none"> ○ The relevant GDPR principles, articles, or obligations associated with the requirement. ○ The purpose and importance of the measure. ○ How the measure should be implemented in practice. ○ The potential risks or consequences of failing to comply. 	

- Discussion of how businesses can maintain ongoing compliance in response to changes in technology, data processing activities, and regulatory expectations.

Inclusion of at least one real-world example of an organisation that faced a GDPR-related fine, investigation, or enforcement action due to inadequate data protection practices (the example must not have been discussed during the module).



Question 2:

How has the increasing reliance on personal data transformed the way businesses operate in the digital age, and how does the EU General Data Protection Regulation (GDPR) seek to balance the commercial use of data with the protection of individuals' privacy rights?

Your assignment should include:

- An explanation of the importance of personal data in the digital economy and how businesses use data to support decision-making, marketing, customer relationships, and operational efficiency.
- A discussion of the opportunities and benefits that the use of personal data provides to organisations.
- An analysis of the potential risks and challenges associated with extensive data collection and processing, including privacy concerns, data misuse, and loss of consumer trust.
- An examination of how the GDPR regulates business use of personal data, including reference to relevant principles, legal bases for processing, and organisational responsibilities.
- A discussion of the importance of transparency, accountability, and individuals' rights in ensuring responsible data management.

The inclusion of at least one real-world example of an organisation that faced a GDPR-related fine, investigation, or enforcement action due to its handling of personal data (the example must not have been discussed during the module).



Question 3:

Your task is to critically analyse the use of consumer profiling for marketing purposes under the GDPR, focusing on its implications for both businesses and data subjects. In your response, address the following:

- Define consumer profiling and explain the four main types used in marketing:
 - Demographic profiling.
 - Geographic profiling.
 - Psychographic profiling.
 - Behavioural profiling.
- Discuss the GDPR requirements and challenges associated with profiling, including the need for a lawful basis for processing personal data.
- Explain the rights of data subjects in relation to marketing profiling, particularly the right to object and transparency obligations.
- Provide examples of how businesses can balance effective marketing strategies with GDPR compliance to ensure ethical and responsible profiling.

Pass Mark - 50%	Total Assignment Weighting - 55%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>