Assessment 1 – AusTechTrade Data and Security Case Study Analysis

Due Date and Time: End of Week 2, Sunday 11.59 pm

Weighting: 20%

Word Count: 1000 words (this <u>does not</u> include references and tables)

Introduction

You are required to submit a case study analysis of a real-world scenario involving " AusTechTrade," a global e-commerce company facing data challenges in a cyber security context. This will be a vehicle to demonstrate your understanding of concepts and principles taught in Business Data and Cyber Security. You will achieve this through an analysis and addressing of business data challenges focusing on different areas of the changing nature and value of data, differing approaches to data usage and data quality challenges in specific contexts.

Background - AusTechTrade Case

AusTechTrade is a fictional global e-commerce company with business across multiple countries. As an incumbent in the industry, AusTechTrade deals with a vast amount of data collected from various sources, including customer interactions, financial transactions, and product details. This scenario highlights the challenges AusTechTrade faces regarding data collection, cyber security threats, legal and ethical issues related to data privacy, the value of data, approaches to data usage, and data quality.

AusTechTrade collects and processes Customer Information, Financial Data, Product Details, and Internal Business Data, classified based on sensitivity. Protecting data is crucial to maintain customer trust and comply with privacy laws. Operating in Australia, EU countries and the US, AusTechTrade must adhere to various data privacy regulations. Cyber security threats like Phishing Attacks, DDoS Attacks, Insider Threats, Ransomware and Data Breaches pose risks to AusTechTrade's business data. Nonetheless, advancements in technology enable different players, including governments, businesses, and individuals, with distinct approaches to data usage. For

companies like AusTechTrade, data can enhance their services, optimise operations, and increase profitability. However, they must prioritise data privacy to maintain customer trust and comply with laws. Beyond this, data quality is vital to AusTechTrade for effective decision-making and business operations.

Purpose

This assessment aims to ensure that you have good knowledge and understanding of the application of data privacy and cyber security concepts in a business context. These are the foundational concepts necessary for the learning of business data and cyber security. Consider this assessment as a self-diagnostic, through which you can gauge your analysis and writing skills and identify any areas for improvement.

This assessment is not meant to be a research paper, therefore building background data should not be your primary focus of effort. Notwithstanding, credible facts and literature are a necessary foundation of your analysis.

By completing this case study, you will gain practical experience in analysing data-related issues and conceptualise data security strategies in view of legal and ethical concerns in a global setting. You will also enhance your active participation in the tutorials and forthcoming assessments (Assessment 2 and 3).

Outcomes

Upon completing this assessment, you are expected to achieve the following learning outcomes:

- Articulate the different roles of data, information, and knowledge in business and management.
- Determine data and security needs to address specific business problems.
- Articulate the impacts of differing practices and legal and ethical issues around data, information, and cyber security in personal, organizational, and international contexts.

Your task

Your task is to conduct an analysis of the case study. For this case study, you need to analyse:

Task 1: Data Inventory and Classification

a) Identify and categorise the types of data that AusTechTrade might collect and process.
b) Discuss data classification methods based on sensitivity levels (e.g., public, internal, confidential) and explain its significance in data protection.

Task 2: Cyber threats and risks

a) Identify potential cyber security threats faced by AusTechTrade and its potential impacts on the business data.

b) Discuss possible mitigations for risks to business data, considering technological, procedural, and human factors.

Task 3: Data Privacy Compliance

a) Identify specific data privacy laws in the countries where AusTechTrade operates and assess their impact on the company's operations.

b) Discuss the legal and ethical issues related to data privacy in a global context.

Directions

You can select one element from each task (outlined above) as a starting point. Your analysis of this case could include external sources along with sources previewed in the course. More importantly, the case study scenario outlined earlier provide hints as to the type of material you should be looking for.

Your analysis should include the core areas below:

1. Introduction
    a. Description of AusTechTrade (**This is a minor section of the analysis ~ 100 words**)
2. A characterisation of the issues the company is facing through the lenses of the concepts and principles of business data and cyber security you covered in Module 1- Data and Government, Business and Private Uses and Module 2 - Data and Ethical Issues (**This is an important section of the analysis ~ 600 words**).
    a. Which concepts and principles are most applicable to AusTechTrade's current situation.
    b. What background information is important to the understanding of why these concepts and principles are applicable to AusTechTrade?
    c. How are the concepts and principles applicable to AusTechTrade?
    d. What concepts and principles provide the most meaningful insights to the cyber security authority in AusTechTrade?
3. Based on your analysis and understanding of the concepts and principles of business data and cyber security, suggest the future course of action (**This is an important section of the analysis ~ 300 words**).
You may consider the following:

    a. What do the concepts and principles of business data and cyber security suggest might happen if AusTechTrade continues facing the current challenges?

b. What course of actions, if any, would you recommend for AusTechTrade?

c. Do you envision any further challenges, including to your recommended course of action? You will submit your assessment via online submission through MyUni, as a Word document or PDF, providing your analysis of the case study, supported where necessary, by examples and references. Please follow university referencing guidelines and include any relevant references in-text and in the reference, list using Harvard-style Referencing. See the University of Adelaide Harvard Referencing Guide.

Paper Length

The word-count suggestions outlined above are provided to show how much time you should spend on each section, so, manage your time wisely. You will not be penalised for exceeding this word limit (+/-10%). However, use your best judgment to determine if exceeding the limit is necessary, given the scope of the paper.

Requirements

The assessment will be a maximum of 1,000 words (not including references and tables) and must address the criteria in the rubric provided below.

Rubric: Assessment 2: Policy Case Studies

Criteria	Ratings			Points
Introduction The author should commence with a comprehensive depiction of the company, encompassing data roles, security concerning business issues, and the effects of diverse practices, along with legal and ethical implications in data and cybersecurity.	**Points:** 7.5 - 10 **Name:** Partial Points You present have clearly and succinctly introduced a brief but full picture of the company, including factors such as the company's position regarding data and security specific to business problems, and the impacts of differing practices and legal and ethical issues around data and cyber security.	**Points:** 5 – 7.4 **Name:** Partial points You have introduced a brief picture of the company, with limited background information to understand the basic placement of the company. Additional information could have been added about the company's position regarding data and security specific to business problems, and the impacts of differing practices and legal and ethical issues around data and cyber security.	**Points:** 0 – 5 **Name:** Partial Points You provide very little or no description of the company and/or the section appears copied directly from the case description in this brief. It is difficult or impossible to understand the company's data and security position, specific to business problems, and the impacts of differing practices and legal and ethical issues around data and cyber security.	10 pts
Discussion of AusTechTrade Case The author must illustrate a company's current situation and relate it to relevant business data and cybersecurity concepts and principles covered in the course.	**Points:** 30 – 40 **Name:** Partial Points You have a thorough review of the company's situation and goals through the lens of applicable concepts and principles of business data and cyber security. The author demonstrates mastery of relevant concepts and principles of business data and cyber security by clearly explaining how each connects to the specific company's situation and goals.	**Points:** 20 - 30 **Name:** Partial points You have basic explanation of the company's situation and goals and connects their explanation back to applicable concepts and principles of business data and cyber security. Portions of the author's analysis may be under-developed and would benefit from a more thorough explanation. Connections made between the situation and the course of business data and cyber security may benefit from further elaboration	**Points:** 0 - 20 **Name:** Partial Points You do not adequately describe a situation facing the business. The author may not provide sufficient detail to understand why the concepts and principles of business data and cyber security are applicable to the company's situation and/or may fail to clearly connect the situation to any relevant course concepts.	40 pts
Course of action Based on the discussion of AusTechTrade and analysing the data and security challenges it faces, the author should recommend a future course of action that is	**Points:** 21 – 30 **Name:** Partial Points You have effectively explained what the concepts and principles of business data and cyber security suggest will happen in the future if	**Points:** 15 - 21 **Name:** Partial points You provide limited recommendations based on the company's current trajectory that are connected to concepts and principles of business data and cyber security. The author suggests appropriate course	**Points:** 0 -15 **Name:** Partial Points You do not adequately provide recommendations and/or fail to appropriately connect them to concepts and principles of business data and cyber	30 pts

Criterion					
connected back to concepts and principles of business data and cyber security.	the company continues down its current path. The author presents appropriate course corrections based on the t concepts and principles of business data and cyber security and analyses the obstacles the company will face. The author considers the likelihood of success and proposes workarounds to foreseeable obstacles.	corrections, identifies at least one potential issue, and notes the potential risk of following their recommended course of action.		security. Little to no analysis is conducted of potential workarounds, obstacles, or risks.	
Organisation and Clarity The ideas should be presented clearly and logically, using full paragraphs and strong topic sentences to guide the reader. The structure and organisation should make it easy for the reader to follow. It should be well-written with clear and concise sentences.	**Points:** 8 - 10 **Name:** Partial Points Your sentences are concise and well-crafted, with clear vocabulary. The ideas are logically presented with smooth transitions to guide the reader. Your ideas are easy to follow and engaging to the reader. You have strong topic sentences and transitions are used. The organisation of the paper provides a clearly structured analysis.	**Points:** 8 – 6.5 **Name:** Partial points Your sentences are concise and well-crafted, with clear vocabulary. The ideas are logically presented with smooth transitions to guide the reader. Your ideas are easy to follow with very little effort.	**Points:** 5 – 6.5 **Name:** Partial points You have provided some choice of language and/or organisation makes it sometimes challenging for the reader to follow the structure of the author's thoughts and discern the author's meaning. You have relied almost entirely on bulleted lists instead of written paragraphs	**Points:** 0 – 5 **Name:** No points The choice of language and organisation make is difficult or impossible for the reader to follow or understand.	10 pts
Referencing and Academic Integrity Provide a citation of any outside sources, including any previously published material, facts, figures, or non-original ideas, using the recommended referencing format.	**Points:** 7.5 -- 10 **Name:** Partial Points Outside sources or non-original content appear appropriately cited. There is a clear distinction between the author's own words and ideas and those others using the recommended standard.	**Points:** 5 – 7.4 **Name:** Partial points Some outside sources are not appropriately cited, making distinction between the author's own words and ideas from those of others challenging.		**Points:** 0 – 5 **Name:** No points Sources are not appropriately cited, and there is no way to distinguish the author's own words and ideas from those of others.	10 pts
Assessment Total					100 pts