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| **Module Title:** Management Information Systems  **Assignment Type:** CA1  **Assignment Title:** Group Report 2000 to 2500 words  PowerPoint Presentation 8-10 slides  **Issue Date:** April 2nd  **Assignment Compilers:** Paul Maher / Peter Cronin  **Weighting:** Group report 65% Presentation 35%  **Due Date:** April 18th    **Introduction**  **Specific Tasks and Marking Scheme** | | | |
|  | **Task Description** | **Marks** |  |
|  | **Group Report**  In teams of 4 people, create your proposal for the supermarket chain's executive board to secure approval and investment for the introduction of a new loyalty card system.  **Introduction**  In your introduction you should reiterate what information systems are used in the organisations. MIMLO 1  Define the fundamentals of hardware, software, database management and systems and their relationship to management. MIMLO 2  **The Scenario:**  You represent a team tasked with pitching a loyalty card system to a supermarket chain. This system is designed to enhance customer engagement, streamline operations, and provide valuable insights through data analytics.  In the report you need to address the following:  **System Overview:**   * Describe the loyalty card system and how it integrates with the supermarket's current operations. Identify the different ways information systems could primarily interact with the new loyalty scheme. MIMLO 3 * Evaluate the value and benefits of implementing this system for the supermarket chain. MIMLO4   **Data Collection and Usage:**   * Detail the types of data the loyalty card system will collect and the rationale behind each. MIMLO4, MIMLO5 * Explain how this data will interface with the Point of Sale (POS) system, enhancing transaction efficiency and customer experience.   **Customer Relationship Management (CRM):**   * Discuss how the loyalty card system will automatically create a CRM database. * Highlight the advantages of having detailed CRM data for the supermarket chain, its customers, and its suppliers. MIMLO4, MIMLO5   **Sustainability Outcomes:**   * Explore any potential sustainability benefits that may arise from the implementation of the loyalty card system.   **Marketing and Customer Engagement:**   * Propose strategies for marketing loyalty cards to existing and potential customers. * Describe how the loyalty card system will enhance the customer journey, from acquisition through to loyalty and repeat business. MIMLO5   **Technical Integration and Security:**   * Explain how the system will be integrated with existing technological infrastructure. * Address data security measures to protect customer information and how it complies with EU personal data protection.   **Report presentation, information sources & appendices:**   * Presentation relates to structure, headings, page numbers, use of language, grammar, etc. * Details of all information sources in a reference list and throughout the report.     **PowerPoint Presentation Strategy:**   * Prepare and deliver a persuasive 10-minute PowerPoint presentation aimed at convincing the board to allocate the necessary resources for the loyalty card system. * This is a group presentation, and as such all members are required to speak in support of the ideas pitched. | **20%**  **35%**    **10%**  **35%**  **Total 100%** |  |

**Notes:**

* Assignment must be submitted to Moodle on or before the deadline stated.
* Failure to submit by the deadline will incur 10% penalty per day up to 5 days post submission date.
* Plagiarism software will automatically review your submission, pleasure ensure you have used the Harvard Referencing system throughout your submission.
* Please ensure your use the Dorset College cover page including your name, student number and assignment title.
* Use Harvard referencing throughout.