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|  | Faculty of Computing, Engineering and Science |  |

**Assessment Cover Sheet and Feedback Form** 2019-20

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| Module Code:  IS3S661 | Module Title:  Strategic IS Management | | Module Team:  Dave Kidner, Paul Jarvis |
| Assessment Title and Tasks:  Milestone 2: Propose a strategy | | | Assessment No.  2 |
| Date Set:  23-Sep-2019 00:00 | | Submission Date:  21-Feb-20 | Return Date:  20-Mar-20 23.59 |

**IT IS YOUR RESPONSIBILITY TO KEEP RECORDS OF ALL WORK SUBMITTED**

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| **Marking and Assessment** |
| This assignment will be marked out of 100%  This assignment contributes to 25% of the total module marks. |
| **Learning Outcomes to be assessed** (as specified in the validated module descriptor [https://icis.southwales.ac.uk/](https://icissafe.southwales.ac.uk/studentmodules/13807/studentmodulespecifications) ):  1) To select, use and critically evaluate appropriate strategic management techniques.  2) To reflect on how a manager might employ various strategic management techniques. |
| *Provisional mark only: subject to change and / or confirmation by the Assessment Board* |

**Assessment Task:**

You must write a report that describes your selection and application of one of the problem-solving techniques used in this module.

Select one of the two organisations that you used in Milestone 1 and identify or devise a problem situation of your choosing. The problem situation may be one identified from documents, such as news reports, or an imaginary one based on documents and/or your personal experience. When explaining the problem situation, be careful to preserve anonymity of particular individuals in that organisation.

Decide and specify which of the problem-solving techniques used in this module would be best for resolving the situation:

* Theory of Constraints;
* Soft Systems Methodology;
* Lean Thinking.

Provide a brief justification for why you have chosen your particular technique, explaining why it is suitable given the context of your chosen problem.

Use your chosen technique to propose a solution to the problem situation. Don’t waste words *discussing* the technique; *use* it!

Your report should include a brief introduction to the work that sets out the aim, content and conclusions of the report. You should then include three distinct sections:

1. An explanation of your problem situation and which technique you have chosen.
2. An explanation of how you applied your chosen technique and your findings.
3. A brief conclusion based on your findings.

The report should be 1500 words in length (within 20% either side); that doesn’t include diagrams, the reference list and any wordy material that you include in appendices at the end of the report.

You should work individually on this assessment; it is not team-based.

Be careful about using copyright images in your report. The rules for including images are different from the rules for including text. Including screen shots of a website for criticism and review in an academic work is normally considered ‘fair dealing’ under law. However, using company logos merely to ornament your report may not be ‘fair dealing’.

### **Submission Instructions**

You must submit an electronic copy of your report via the Unilearn Turnitin link by 23:59 on the submission date. Hard copies are not required.

* Please ensure that your student number appears in the page header. The name of your file should be IS3S661\_CW1P2M\_Sam00000000.docx where 00000000 is your student number. When you submit to Turnitin, please enter your enrolment number as the “Title”. There is no need to upload any of the pages from the assignment brief; just the report.

### **Hints for getting better grades:**

1. A key question to ask when identifying or devising a problem situation is whether you can identify all the components needed for the technique you plan to use. For example, if you have chosen Soft Systems Method, but can’t describe the six roles used in that Method, then the situation may be unsuitable.
2. Key considerations with this assessment are consistency and plausibility. All the elements asked for should fit together to form a consistent illustration. If you are using SSM, for example, the roles chosen should be plausible within the context of the chosen problem situation, root definitions should be logical, and the conceptual model should meet the requirements of the selected root definition without omission or redundancy. You can create an imaginary problem. The objective is for you to demonstrate that you can apply the technique. If necessary, invent people, situations, constraints and so on.
3. Marks are awarded for *applying* your chosen technique, not for *describing* it. You may need to explain aspects of the technique in order to provide a rationale for what you have done, but keep such explanations short.
4. Make full use of references to support your analysis.
5. As far as possible, dont copy/paste material verbatim from existing sources; paraphrase into your own words. Whether you are quoting verbatim or paraphrasing, cite and reference your sources using the USW version of the Harvard style. A description is available at: <https://library.southwales.ac.uk/collections-subject-guides/referencing/>
6. In general, try to keep your response as concise as possible; if your response is over-long or wordy or repetitive you are likely to lose marks. Try to avoid unnecessary jargon. Take care of the word count and do not miss out on marks for writing too much or too little.
7. Large parts of your report will be your evaluation, so it’s fine to write the report using the first person singular throughout
8. Look carefully at the assessment criteria to ensure you are covering aspects that will be needed to earn marks
9. If in doubt about any aspect of this assignment, ask your lecturer for clarification!

**Grading Criteria and Feedback**

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|  | Fail | Narrow Fail | 3rd Class / Pass | Lower 2nd Class / Pass | Upper 2nd Class / Merit | 1st Class / Distinction | |
| A brief introduction /5 | * Missing or very superficial introduction | * Superficial introduction | * A basic insight into the aim and content of the report | * A reasonable explanation of the topic and its relevance | * Clear explanation of the aim, content and conclusions of the report | * Exceptionally clear explanation of the aim, content and conclusions of the report | |
| Analysis of problem situation (PS)  /25 | * Research into PS absent * No explanation of PS * No justification for choice of problem-solving technique | * Research into PS cursory * Unclear explanation of PS * Unclear justification for choice of problem-solving technique | * Basic research into PS presented * Weak explanation of PS * Some pertinent roles and values identified * Weak justification for choice of problem-solving technique | * Evidence of some research into PS * Reasonable explanation of PS * Relevant roles and values identified * Reasonable justification for choice of problem-solving technique | * Evidence of good research into PS * PS explained clearly * All relevant roles and values identified in a way that demonstrates some insight into PS * Clear justification for choice of problem-solving technique | * Evidence of detailed research into PS * PS explanation well formed * All relevant roles and values credible and demonstrates excellent insight into PS * Very strong justification for choice of problem-solving technique | |
| Application of problem-solving technique  /50 | * Missing * No recognisable elements of the technique present | * Cursory application of technique * Few recognisable elements of the technique present | * Some pertinent uses of core aspects of the technique * There may be some gaps and/or errors | * A reasonable use of core aspects of the technique that produces a reasonable solution * Basic modelling constructs used | * Validated use of the technique to produce a solution that has few errors and/or omissions * Most modelling constructs used * Some supporting documentation provided | * Comprehensive use of the technique to produce a solution that is likely to ring true to someone working in the field * Supported by good documentation | |
| Presentation, spelling and grammar  /10 | * Very unclear structure to report * Many major spelling mistakes in each paragraph; very poor grammar * Writing style unreadable | * Unclear structure to report * Many spelling mistakes in each paragraph; poor grammar * Writing style unclear; inappropriate for audience | * Some structure to report and most of the text has a clear message * Numerous spelling mistakes; generally weak grammar * Basic sentence construction rules followed/Some text may be verbose; mainly inappropriate for audience | * Clear structure to report/ Text has a clear message * Some spelling mistakes; some grammatical errors * Basic sentence construction rules followed; sometimes inappropriate for audience | * Clearly designed and written report * Few spelling mistakes; mainly good grammar * Brief but informative writing style; mainly appropriate for audience | * Well formulated structure to report * None or very few spelling mistakes; excellent grammar * Writing style clear and informative without being verbose; appropriate for audience | |
| Use of references  /10 | * No relevant background reading with many statements unsubstantiated * References and citations missing or contain many errors | * Little relevant background reading with many unsubstantiated statements * Sources not cited and/or referenced in Harvard format or contain several errors | * Evidence of reading only websites and class notes with some unsubstantiated statements * Sources cited and referenced in Harvard format with several errors | * Evidence of reading relevant sources (eg. books and quality web sites), with a few unsubstantiated statements * All sources cited and referenced in Harvard format with a few errors | * Evidence of reading several quality and relevant academic sources (eg. journals, books and quality web sites), used to justify points * All sources cited and referenced in Harvard format with only minor errors | * Evidence of reading many high quality and relevant academic sources (eg. journals, books and quality web sites), used to justify points clearly * All sources cited and referenced correctly in Harvard format | |
| /100 |  |  |  |  |  |  | |
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