



Digital Transformation

Assessment 1 – Emerging Technologies Analysis (Report)

DUE DATE AND TIME: 08 April (Wednesday) 2020, 11:59 PM

Description / Requirements

Overview of Assignment 1

You will take on the role of a Digital Transformation consultant and prepare a report for an organisation in which you identify three emerging technologies and they discuss their potential to drive digital transformation by analysing their impact in implementing organizations. For example, you can discuss how the implementation of Blockchain Technology impacted MAERSK process operations.

Requirements of Assignment 1

This report should be 1,500 words (excluding the references and appendices). To complete this report, you should conduct a research of existing organizations that are using or planning to use emerging technologies to transform their current operations. Below you can find a detailed description of the required sections for this report:

- **Executive Summary (~100 words):** In this section, you need to briefly summarize which emerging technologies and organizational cases you have selected for this report. You should also briefly mention how these technologies helped the organizations transform their current operation.
- **Introduction (~250 words):** In this section, you need to briefly explain the transformative potential of the emerging technologies and concisely discuss what are the most common aspects of the organizational operations that are impacted by these technologies.

- **Discussion (~1000 words):** In this section, you need to discuss three emerging technologies and how did they influence the operations of organizations that decided to implement or are planning to implement these technologies. You can choose to either focus on (a) one organization that has implemented three different emerging technologies or (b) three organizations that each implemented one emerging technologies. Your discussion should focus on before and after effects and impacts of emerging technologies. For example, Blockchain Technology streamlined the container booking process in MAERSK that resulted in reducing the associated costs and offering more competitively priced services.
- **Conclusion (~150 words):** In this section, you should conclude by stating your key conclusions about the transformative impact of emerging technologies.
- **References:** References and citations showing the source of all the information in the report need to be provided (Harvard referencing style). The references used must demonstrate thorough research using quality references such as journal articles, book sections, conference papers, and industry reports with good evidence to support your arguments in the sections above.
- **Appendices:** In this section, you should place figures or tables that illustrate or summarize your key points from the discussion section.

Rubric

GLO1: Discipline-specific knowledge and capabilities

GLO2: Communication

GLO5: Problem solving

GLOs	N (0-29)	N (30-49)	P (50-59)	C (60-69)	D (70-79)	HD (80-100)
GLO1&5 Analysis (6 marks)	0.85 marks The analysis provided in the report does not meet the academic standards and requirements. (0 - 1.7 marks)	2.35 marks Report demonstrates little/no knowledge or use of emerging technologies knowledge. Little or no (relevant) research has been used to support the analysis. (1.8 - 2.9 marks)	3.25 marks Adequate discussion on the impact of the emerging technologies in a specific organizational context, but analysis is quite superficial and generic arguments are presented throughout the report. Some relevant research, but a lot more is required to support the analysis. (3 - 3.5 marks)	3.85 marks Good discussion on the impact of the emerging technologies in a specific organizational context, but analysis a little superficial and generic arguments are presented in a several places in the report. Mostly relevant research was used to support the analysis, but more such research. (3.6 - 4.1 marks)	4.45 marks Mostly advanced discussion on the impact of the emerging technologies in a specific organizational context, but lacks originality. Mostly advanced, detailed and relevant research was used to support the analysis. (4.2 - 4.7 marks)	5.4 marks Advanced discussion on the impact of the emerging technologies in a specific organizational context. Advanced, detailed and highly relevant research was used to support the analysis. (4.8 - 6 marks)

GLOs	N (0-29)	N (30-49)	P (50-59)	C (60-69)	D (70-79)	HD (80-100)
<i>GLO2 Clarity of written argument (3 marks)</i>	0.4 marks The arguments presented in this report do not meet the academic standards and requirements. (0 – 0.8 marks)	1.15 marks Inadequate argument in the report because it the argument is unclear, lacks flow and logic, and unnecessarily verbose. (0.9 - 1.4 marks)	1.6 marks Adequate argument in the report, but mostly lacks clarity, brevity and/or logical flow in many places. (1.5 - 1.7 marks)	1.9 marks Good argument through most of the report, but lacks clarity and brevity in a few places in the report, and/or sometimes does not flow in a logical manner. (1.8 – 2.0 marks)	2.2 marks Mostly expert (clear, concise, convincing, logical flow) argument used throughout the report. (2.1 - 2.3 marks)	2.7 marks Expert (clear, concise, convincing, logical flow) argument used throughout the report. (2.4 - 3 marks)
<i>GLO2 Presentation (1 mark)</i>	0.145 marks The report has not been presented in a manner that meets the academic standards and requirements. (0 - 0.29 marks)	0.395 marks Inadequate diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/spelling, reference formatting and/or report structure. (0.30 - 0.49 marks)	0.545 marks Adequate use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/spelling, reference formatting and/or report structure. (0.50 - 0.59 marks)	0.645 marks Good use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/spelling, reference formatting and/or report structure. (0.60 - 0.69 marks)	0.745 marks Mostly expert use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/spelling, reference formatting and report structure. (0.70 - 0.79 marks)	0.90 marks Expert use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/spelling, reference formatting and report structure. (0.80 - 1 marks)