Digital Transformation

Assessment 3 – DBS's Digital Transformation (Individual Report)

DUE DATE AND TIME: <u>05 June (Tuesday) 2020, 11:59 PM</u>

Description / Requirements

Overview of Assignment 3

You will take on the role of a Digital Transformation consultant and answer key questions related to the DBS's digital transformation (see below).

Requirements of Assignment 3

This report should be 2,500 words (excluding the references and appendices). To complete this report, you should analyse the given case study about the DBS's Digital Transformation and answer four questions related to this case study. This report does not have any prescribed structure and should simply focus on answering the questions listed below:

1) **Do you believe the hackathon program at DBS to be successful? Should the bank take it to the next level?**

2) **Was setting up the Digibank unit the best option to move the DBS digital transformation agenda forward? The bank also considered pursuing the digital transformation agenda internally or setting up an external unit. What are the pros and cons of each approach?**

3) **How does the business model that Digibank is pursuing in India compare to the DBS model in the home market? Are the two similar or different?**

4) **What should the next steps be for DBS to advance its digital transformation agenda?**

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 arguments.

Rubric

GLOs	N (0-29)	N (30-49)	P (50-59)	C (60-69)	D (70-79)	HD (80-100)
GLO1,4&5 Analysis (15 marks)	2.2 marks The analysis provided in the report does not meet the academic standards and requirements. (0 - 4.4 marks)	5.95 marks Report demonstrates little/no knowledge or use of emerging technologies knowledge. Little or no (relevant) research has been used to support the analysis. (4.5 - 7.4 marks)	8.2 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. (7.5 - 8.9 marks)	9.7 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. (9.0 - 10.4 marks)	11.2 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. (10.5 - 11.9 marks)	13 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. (12 -15 marks)
GLO2 Clarity of written argument (15 marks)	2.2 marks The arguments presented in this report do not meet the academic standards and requirements. (0 – 4.4 marks)	5.95 marks Inadequate argument in the report because it the argument is unclear, lacks flow and logic, and unnecessarily verbose. (4.5 - 7.4 marks)	8.2 marks Adequate argument in the report, but mostly lacks clarity, brevity and/or logical flow in many places. (7.5 - 8.9 marks)	9.7 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. (9.0 –10.4 marks)	11.2 marks Mostly expert (clear, concise, convincing, logical flow) argument used throughout the report. (10.5 - 11.9 marks)	13 marks Expert (clear, concise, convincing, logical flow) argument used throughout the report. (12 - 15 marks)

GLOs	N (0-29)	N (30-49)	P (50-59)	C (60-69)	D (70-79)	HD (80-100)
GLO2 Presentation (10 mark)	1.45 marks The report has not been presented in a manner that meets the academic standards and requirements. (0 – 2.9 marks)	3.95 marks Inadequate use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/ spelling, reference formatting and/or report structure. (3.0 - 4.9 marks)	5.45 marks Adequate use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/ spelling, reference formatting and/or report structure. (5.0 - 5.9 marks)	6.45 marks Good use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/ spelling, reference formatting and/or report structure. (6.0 - 6.9 marks)	7.45 marks Mostly expert use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/ spelling, reference formatting and report structure. (7.0 - 7.9 marks)	9.0 marks Expert use of diagrams, tables, lists, heading formats, short paragraphs, formal writing, grammar/ spelling, reference formatting and report structure. (8.0 - 10 marks)