ICT710

ICT Professional Practice & Ethics

Task 3

2020 ATMC Semester 1

Assessment and Submission Details

Marks: 50% of the Total Assessment for the Course

Due Date: 5:00pm Wednesday, 17 June 2020

Assignments should be submitted via <u>SafeAssign</u>.
Please follow the submission instructions on Blackboard.

All assignments will be checked for plagiarism and/or collusion between individuals.

Refer to the assignment rubric on Blackboard for the marking criteria and standards. The assignment will be marked out of a total of 100 marks.

Refer to your course outline or the course Blackboard web site for a copy of the "Student Misconduct, Plagiarism and Collusion" guidelines.

Note: Each student MUST retain a copy of the assignment and this copy MUST be produced within 24 hours of it being requested by the Course Coordinator. Failure to produce the second copy of the assignment when requested may result in loss of marks or a fail grade for the assignment.

Requests for an extension to an assignment **MUST** be made to the Course Coordinator prior to the date of submission and requests made on the day of submission or after the submission date will only be considered in exceptional circumstances.

Case Study: Dell

Background:

As the business landscape continues to evolve quickly, two concepts are becoming increasingly apparent and are starting to intertwine. The first, 'digital transformation', is a term familiar to many, describing the advanced technological processes designed to improve business outcomes and operations. The second, 'diversity and inclusion', is rapidly growing as a business imperative.

The heart of Dell's diversity strategy uses recruiting CRM tactics to share personalised and segmented messaging around their employer brand and Employee Value Proposition (EVP).

In a recent article in Human Resources Director: New Zealand, Senior Vice President of Global Talent Acquisition Marie Moynihan shared, "Our focus is very much on targeting talent with messages of how [what they seek] can be achieved at Dell".

In one campaign, Dell deployed recruitment marketing to create a pipeline for engineers of an underrepresented ethnicity. They built a custom landing page to communicate what diversity at Dell looks like and how and why Dell supports it as a company value.

The landing page included a registration form where people could join Dell's Talent community, and the recruiting team promoted the page on social media with messages targeting the underrepresented demographic. People who joined the Talent community from the diversity landing page were linked to a specific talent pool in the CRM.

At zero cost, the campaign's 24 posts to Twitter and Facebook over a two-month period spurred 112 engineers from that ethnicity to apply to Dell. Dell was able to measure the campaign's ROI from within their CRM by leveraging its reporting capabilities, including a feature that tracks leads using customised links.

There is limited information available to you now, hence you are required to further explore the case.

Assignment Requirements and Deliverables

You are required to write a report (2500 words) that after researching the above case study, analyses the ethical implications of changes that have occurred in the business due to digital innovation. You should *demonstrate how diversity is embraced, respected and managed* by including the following details in the main body of the report.

- Assessment of IT governance
    - Areas of major focus in, and effectiveness of IT governance
    - The relationship between IT management and IT governance
    - The role of Chief Information Officer (CIO)
- Assessment of (ethical) consequences of digital transformation on diversity and inclusion
    - Consideration of IT governance issues
    - Technologies, e.g., Decision support systems and Business analytics, and IT governance frameworks used to maintain the competitive advantage
- Recommendations
    - Provide recommendations on your assessment. You must convince management to adopt your recommendations (i.e. 'sell' them to management).

Your assessments must be supported by concepts and other material from the literature (articles, readings, etc.).

Please note standard report structure including an executive summary, introduction and conclusions in addition to the main body must be adhered to.

Submission

The report is to be prepared as a single Microsoft Word document with electronic submission through SafeAssign by the due date.

For details on report structure refer to:
>Summers, J. and Smith, B., 2014, *Communication Skills Handbook: How to succeed in written and oral communication*, 4th, Wiley, Singapore

Appropriate referencing is required (both in-text and a bibliography).

The assignment will be assessed according to the assignment rubric available on Blackboard.

Late submission of the assignment will be penalised according to USC policy 7.8.2.

Assignment Return and Release of Grades

Assignment grades will be available on the Blackboard web site with an electronic assignment marking sheet.

Where an assignment is undergoing investigation for alleged plagiarism or collusion the grade for the assignment and the assignment will be withheld until the investigation has concluded.

End of Assignment 3