

MIS782 – Value of Information - Trimester 1 2024

Assessment Task 2 – Assessment Task 2 – Business Case – Group

REPORT DUE DATE AND TIME:	Week 10, 13 May 2024 Monday, by 8.00 PM (Melb time)
GROUP VIDEO PRESENTATION:	Week 8 (during enrolled seminar), starting 29 April 2024
PERCENTAGE OF FINAL GRADE:	40%
	Part A: Presentation (Video Recording 5 mins) – 10%
	Part B: Report (Business) - 30%
WORD COUNT:	3000 words
GROUP SIZE:	3 - 4 students

Description

Purpose

You take the role of a team of IS consultants and prepare a report for Maersk (www.maersk.com/), a logistics and supply chain business, in which you should provide recommendations about how Maersk's business can make use of emerging technologies to enhance its current operations to gain further competitive advantage. Your recommendation should be embedded in a business case, which will outline the details of one suggestion for this investment in emerging technology. Your team should also create a video presentation for your business case in which you will pitch your recommendations to the management of Maersk's business.

Specific Requirements

In an era of digital disruption and highly competitive environments, organizations must constantly innovate their products and services to offer value to their customers to stay relevant. Maersk's logistics and supply chain business is no different.

Maersk already being a leading disruptive organisation, from the farm to your fridge, or the warehouse to your wardrobe, Maersk is developing solutions that meet customer needs from one end of the supply chain to the other.

Firms similar to Maersk's business have been accelerating innovation and powering new experiences and digital solutions with data-driven decision-making, tracking and AI (Artificial Intelligence). Based on Maersk's business vision for future and against the backdrop of impetus to act on climate change and environmental sustainability, your job is to present a business case for investing in new user experience/service/digital solution using emerging or AI based technologies for their business.

Note the business case for investment in emerging technology or AI based new user experience/service should meet two criteria:

1. The investment should be based upon/utilize data and analytics.
2. The investment should generate business value returns and improve organizational performance (e.g., cost savings, revenue generation, increased customer/host satisfaction).

This report should be no more than 3,000 words (excluding the references and appendices). The supplementary video presentation to your report should be less than 5 minutes long. Groups of 3-4 students should be formed.

Below you can find a detailed description of the required sections for this report:

- **Proposed initiative title:** Give your business case a title.
- **Executive Summary (~300 words):** In this section, you need to briefly describe the emerging technology-based (e.g. AI) data driven investment that you are proposing that will return business value for Maersk. You should also briefly articulate the alternatives, and recommendation. Executive summary is the most important component of a business case.
- **Business opportunity (~400 words):** The purpose of a business case is to show how an IT investment can create business value for an organisation. In this section, describe the business opportunity in the new user experience that will return business value for Maersk (e.g., create a new product or service, improve customer service, improve communication, create or strengthen relationships with suppliers, customers, or partners etc.). Build your argument to show why Maersk should invest in this technology. Discuss threats and the state of professional networking industry that Maersk's business operates to build your argument. Support your arguments with reference whenever possible.
- **Business & IT alignment and Measurable organisational value (MOV) (~400 words):** To provide real value to an organization, IT projects must align with and support the organization's goals, mission, and objectives. Therefore, any recommended IT investment and alternatives must have a clearly defined purpose and must map to the goals and strategy of the organization. In this section, first briefly mention Maersk business model and its goals, mission, and objectives. State how the new investment aligns with Maersk's long-term strategy and current business model. Then define the IT investment's overall goal/objectives and measure of success as measurable organizational value (MOV).
- **Identify alternatives (~400 words):** In this section, identify **two** alternative solutions/ways of implementing the new emerging technology and data-driven new user experience/service investment you are proposing.
- **Analyse the alternatives (~800 words):** For each alternative carry out detailed critical analysis for the following areas.
 - o Feasibility
 - o Benefits
 - o Costs (broad-brush figures, but understanding of different types of costs are important)
 - o Risks (risk register and matrix)
- **Select the best alternative/recommendation and rationale (~200 words):** In this section, build your argument by carrying out some form of comparison among the alternative options to justify your recommendation. The comparison can be a qualitative assessment. Your recommendation should focus largely on the potential impact (e.g., reduction of costs, streamlining user processes, improving customer service) of the chosen IT investment.
- **High-level implementation plan (~400 words):** In this section, identify at high-level implementation plan with several phases. Describe each phase briefly and identify deliverables/milestones, resources needed, timeline and expected level of benefit (as linked to MOV).
- **Conclusion (~100 words):** In this section, you should conclude by restating your recommendations and elaborating how the proposed emerging technology and data-driven new user experience will enable business value returns for competitive advantage.
- **References:** References and citations showing the source of all the information in the report need to be provided (APA 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. Details referencing can be

found at: <https://www.deakin.edu.au/students/studying/study-support/referencing> (ensure to scroll down!)

- **Appendices:** In this section, you should place figures or tables that illustrate or summarize your key points from the recommendations section.
- **Further resources for research:** [MIS782 reading list](#) has further useful readings
- [MIS782 unit help guide with tips on how to search for related references on Maersk's digital business](#)

Video presentation

The video presentation should provide a summary of your business case for an emerging technology investment. This should be treated as a “pitching” exercise. The aim is to sell your business case proposal to the management of Maersk. The presentation should be less than 5 minutes long and must include all team members to pitch the key points of the report. The presentation thus may have short summaries of the first **five** steps we recommended to write a business case (no need for elaborate analysis of alternatives, but some justification for selected choice for implementation should be given). As it is a presentation, make sure you are telling a story to persuade the management of Maersk's business.

The format is open and up to the group to decide. However, it is expected that everyone in the team needs to speak. It is not a requirement that you have to show your physical self. We highly recommend that you use recorded PPT for the presentation.

You will have to **deliver the video presentation in Week 8 during your allocated seminar**. You may like to upload a MP4 file in CloudDeakin. If the file is too big, you may alternately use other available methods of submission (e.g. YouTube/Vimeo upload, DeakinAir etc.) and share the link in the assignment dropbox prior to the presentation. There are guides on the use of DeakinAir available for students here: <https://www.deakin.edu.au/students/help/about-clouddeakin/help-guides/video-and-audio/deakinair>.

You will have the link uploaded in CloudDeakin Assignment Task 2 Dropbox for presentation during seminar. Each group will take turn and present using their link. The tutor will assist. If you cannot attend virtually, you will have to inform your tutor before the seminar.

The presentation will be assessed on communication, teamwork, expert use of diagrams, figures, tables, titles, and text. Overall comprehensiveness and persuasiveness of the presentation will be considered. Please refer to the assignment 2 rubric for further details.

Note that your tutor will go through each presentation in class and provide feedback. You will also receive verbal feedback from your peers and tutors. You may then use this formative feedback to improve your report to be submitted in Week 10. This assessment is thus a formative assessment. You will receive marks on the video presentation along with the feedback and marks for your Business Case report.

Formation of groups

You are required to work in groups of 3 or 4. Once you have organised who is in your group, you will need to enrol in a group for yourself. To access and enrol in a group, click on the following link:

https://d2l.deakin.edu.au/d2l/lms/group/group_list.d2l?ou=1423128&categoryId=91747

To enrol into a group please liaise with your group members and pick an empty group to enrol into. Do NOT join a group randomly nor without seeking the original group member permissions.

Please note: You MUST enrol into a group by Sunday 7 April Monday 2023.

If you have NOT enrolled into a group by this date, the Unit Teaching team will place you in a group, and no discussion will be entered into to transfer into another group. The Unit Teaching Team's allocation is final.

Learning Outcomes

This task allows you to demonstrate your achievement towards the Unit Learning Outcomes (ULOs) which have been aligned to the [Deakin Graduate Learning Outcomes](#) (GLOs). Deakin GLOs describe the knowledge and capabilities graduates acquire and can demonstrate on completion of their course. This assessment task is an important tool in determining your achievement of the ULOs. If you do not demonstrate achievement of the ULOs you will not be successful in this unit. You are advised to familiarise yourself with these ULOs and GLOs as they will inform you on what you are expected to demonstrate for successful completion of this unit.

The learning outcomes that are aligned to this assessment task are:

Unit Learning Outcome (ULO)	Graduate Learning Outcome (GLO)
ULO 2: Develop the business case to motivate an IT investment for organisations	GLO1: Discipline-specific knowledge and capabilities GLO2: Communication GLO4: Critical thinking
ULO3: Appraise, critically analyse, and communicate the business value potential of emerging information technologies in organizations.	GLO1: Discipline-specific knowledge and capabilities GLO4: Critical thinking

Submission

You must submit your assignment in the Assignment Dropbox in the unit CloudDeakin site on or before the due date. When uploading your assignment, name your document using the following syntax: **<your surname_ your first name_ your GroupID_ number_[unitcode].doc (or '.docx')**. For example, 'Jones_Barry_125456789_ABC125.doc'. Only one submission per group is required. A Group Contribution Form must also be attached as the last page of your assignment (Assessments without this form will not be assessed).

Submitting a hard copy of this assignment is not required. You must keep a backup copy of every assignment you submit until the marked assignment has been returned to you. In the unlikely event that one of your assignments is misplaced you will need to submit your backup copy.

Any work you submit may be checked by electronic or other means for the purposes of detecting collusion and/or plagiarism and for authenticating work.

When you submit an assignment through your CloudDeakin unit site, you will receive an email to your Deakin email address confirming that it has been submitted. You should check that you can see your assignment in the Submissions view of the Assignment Dropbox folder after upload and check for, and keep, the email receipt for the submission.

Marking and feedback

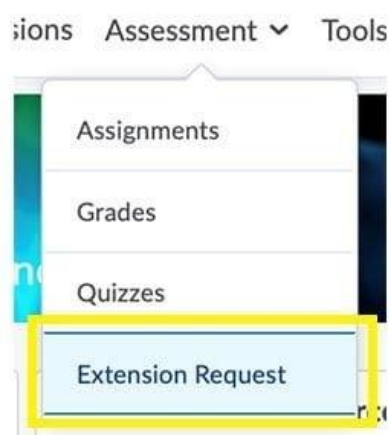
The marking rubric indicates the assessment criteria for this task. It is available in the CloudDeakin unit site in the Assessment folder, under Assessment Resources. Criteria act as a boundary around the task and help specify what assessors are looking for in your submission. The criteria are drawn from the ULOs and align with the GLOs. You should familiarise yourself with the assessment criteria before completing and submitting this task.

Students who submit their work by the due date will receive their marks and feedback on CloudDeakin 15 working days after the submission date.

Extensions

Extensions can only be granted for exceptional and/or unavoidable circumstances outside of your control.

Requests for extensions must be made by 12 noon on the submission date using the online Extension Request form under the Assessment tab on the unit CloudDeakin site. All requests for extensions should be supported by appropriate evidence (e.g., a medical certificate in the case of ill health).



Applications for extensions after 12 noon on the submission date require University level [special consideration](#) and these applications must be submitted via StudentConnect in your DeakinSync site.

Late submission penalties

If you submit an assessment task after the due date without an approved extension or special consideration, 5% will be deducted from the available marks for each day after the due date up to seven days*. Work submitted more than seven days after the due date will not be marked and will receive 0% for the task. The Unit Chair may refuse to accept a late submission where it is unreasonable or impracticable to assess the task after the due date. *'Day' means calendar day for electronic submissions and working day for paper submissions.

An example of how the calculation of the late penalty based on an assignment being due on a Thursday at 8:00pm is as follows:

- 1 day late: submitted after Thursday 11:59pm and before Friday 11:59pm – 5% penalty.
- 2 days late: submitted after Friday 11:59pm and before Saturday 11:59pm – 10% penalty.
- 5 days late: submitted after Saturday 11:59pm and before Sunday 11:59pm – 15% penalty.
- 4 days late: submitted after Sunday 11:59pm and before Monday 11:59pm – 20% penalty.
- 5 days late: submitted after Monday 11:59pm and before Tuesday 11:59pm – 25% penalty.

- 6 days late: submitted after Tuesday 11:59pm and before Wednesday 11:59pm – 50% penalty.
- 7 days late: submitted after Wednesday 11:59pm and before Thursday 11:59pm – 55% penalty.

The Dropbox closes the Thursday after 11:59pm AEST/AEDT time.

Support

The Division of Student Life provides a range of [Study Support](#) resources and services, available throughout the academic year, including **Writing Mentor** and **Maths Mentor** online drop ins and the SmartThinking 24 hour writing feedback service at [this link](#). If you would prefer some more in depth and tailored support, [make an appointment online with a Language and Learning Adviser](#).

Referencing and Academic Integrity

Deakin takes academic integrity very seriously. It is important that you (and if a group task, your group) complete your own work in every assessment task. Any material used in this assignment that is not your original work must be acknowledged as such and appropriately referenced. You can find information about referencing (and avoiding breaching academic integrity) and other study support resources at the following website: <http://www.deakin.edu.au/students/study-support>

Your rights and responsibilities as a student

As a student you have both rights and responsibilities. Please refer to the document ***Your rights and responsibilities as a student*** in the Unit Guide & Information section in the Content area in the CloudDeakin unit site.

Assessment 2: Group member contribution form

Each group is asked to print and sign their name and state what proportion of the work they contributed to the overall presentation.

	NAME (PRINT)	STUDENT ID	% EFFORT CONTRIBUTION	SIGNATURE
1				
2				
3				
4				

Please state your Group Number: _____

If every member of the group contributes equally, the figure entered in the ‘% Effort Contribution’ column above should be 33% (in a 3-member group) or 25% (in a 4-member group).

This page should be printed and signed by each member of the group, scanned and added at the end of the business case report. Alternatively, you can add your signatures electronically directly into the form.

Individual marks for the assignment may be based on an adjusted group mark, where the adjustment is based on any value below an equal share value. In this case, the Unit Chair may seek additional information from the group.

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ASSESSMENT TASK 2 RUBRIC

Performance Levels/Criteria	N (0-29)	N (30-49)	P (50-59)	C (60-69)	D (70-79)	HD (80-100)
Executive summary and business opportunity analysis, ULO2 & ULO3, GLO1, GLO2, & GLO4, (5 marks)	0.7 points The report has not been presented in a manner that meets the academic standards and requirements. (0-1.4 marks)	2 points Report demonstrates little/no knowledge of business opportunity effectively illustrating value returns, MOV and alignment with business. Clearly there is a limited knowledge of the organisation. (1.5-2.4 marks)	2.7 points Adequate overview of the analysis but is somewhat generic. Adequate knowledge of business opportunity effectively illustrating value returns, MOV and alignment with business, but is somewhat unclear or not justified in many places. (2.5-2.9 marks)	3.2 points Good overview of the analysis, but lacking depth in places of knowledge of business opportunity effectively illustrating value returns, MOV and alignment with business, but needs not consistently well justified. (3-3.4 marks)	3.7 points Mostly advanced (very specific, detailed, expert) overview of the analysis. Mostly advanced use of knowledge of business opportunity effectively illustrating value returns, MOV and alignment with business. (3.5-3.9 marks)	5 points Outstanding (very specific, detailed, expert) overview of the analysis. Outstanding use of knowledge of business opportunity effectively illustrating value returns, MOV and alignment with business. (4-5 marks)

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ASSESSMENT TASK 2 RUBRIC

Performance Levels/Criteria	N (0-29)	N (30-49)	P (50-59)	C (60-69)	D (70-79)	HD (80-100)
Quality of alternatives, recommendation and implementation plan, ULO2 & ULO3, GLO1, GLO2, & GLO4, (20 marks)	2.9 points The report has not been presented in a manner that meets the academic standards and requirements. (0-5.8 marks)	7.5 points Very little evidence of strategic thinking. There are no or limited elements. Presents an analysis, interpretation of proposed alternatives, recommended solution and implementation plan. No feasibility and risks. There is very little value in the business case. (6-9 marks)	11 points Adequate evidence of applied strategic thinking, but too generic in application. Presentation and interpretation of proposed alternatives including feasibility and risks is not grounded in evidence. Recommendations and implementation plan is present, but is not convincing with company's future direction. (10-12 marks)	13 points Good evidence of applied strategic thinking. Presents a coherent analysis, interpretation of proposed alternatives including feasibility and risks. Recommended solution and implementation plan is based in analysis of the company's future direction. However, the report is not consistent throughout for one or more these areas. (12-14 marks)	15 points Mostly demonstrates advanced clarity of applied strategic thinking. Presents a coherent analysis, interpretation and prediction of proposed alternatives and recommended solution. Recommended solution and implementation plan is firmly based in analysis of the company's future direction. (14-16 marks)	18 points Outstanding clarity of applied strategic thinking. Presents a clear and coherent analysis, interpretation of proposed alternatives including feasibility and risks. Recommended solution and implementation plan is creative, and firmly based in both analysis of the company's future direction. (16-20 marks)

Performance Levels/Criteria	N (0-29)	N (30-49)	P (50-59)	C (60-69)	D (70-79)	HD (80-100)
Clarity of written argument and report structure, ULO2 & ULO3, GLO2, (5 marks)	<p>0.7 points</p> <p>The report has not been presented in a manner that meets the academic standards and requirements.</p> <p>No referencing.</p> <p>(0-1.4 marks)</p>	<p>2 points</p> <p>Inadequate argument in the report because it the argument is unclear, lacks flow and logic, and unnecessarily verbose.</p> <p>Little references are provided to support arguments.</p> <p>(1.5-2.4 marks)</p>	<p>2.7 points</p> <p>Adequate argument in the report, but mostly lacks clarity, brevity and/or logical flow in many places.</p> <p>Some references are provided to support arguments.</p> <p>(2.5-2.9 marks)</p>	<p>3.2 points</p> <p>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.</p> <p>Satisfactory references are provided to support arguments.</p> <p>(3-3.4 marks)</p>	<p>3.7 points</p> <p>Mostly expert (clear, concise, convincing, logical flow) argument used throughout the report.</p> <p>More than adequate references are provided to support arguments.</p> <p>(3.5-3.9 marks)</p>	<p>5 points</p> <p>Expert (clear, concise, convincing, logical flow) argument used throughout the report.</p> <p>Excellent references are provided to support arguments.</p> <p>(4-5 marks)</p>
Quality of video presentation, ULO2 & ULO3, GLO2 & GLO4, (10 marks)	<p>0.7 points</p> <p>The video presentation has not been executed in a manner that meets the academic standards and requirements.</p> <p>(0-1.4 marks)</p>	<p>2 points</p> <p>Inadequate use of diagrams, figures, tables, titles, and text in the video presentation to pitch the key points of the report.</p> <p>(1.5-2.4 marks)</p>	<p>2.7 points</p> <p>Adequate use of diagrams, figures, tables, titles, and text in the video presentation to pitch the key points of the report.</p> <p>(2.5-2.9 marks)</p>	<p>3.2 points</p> <p>Good use of diagrams, figures, tables, titles, and text in the video presentation to pitch the key points of the report.</p> <p>(3-3.4 marks)</p>	<p>3.7 points</p> <p>Mostly expert use of diagrams, figures, tables, titles, and text in the video presentation to pitch the key points of the report.</p> <p>(3.5-3.9 marks)</p>	<p>5 points</p> <p>Expert use of diagrams, figures, tables, titles, and text in the video presentation to pitch the key points of the report.</p> <p>(4-5 marks)</p>