OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY

Semester 2 End-of-Module Assessment 2022/23

Module Code: MS809

Module Name: Enterprise Systems

- Final Assessment -

Objective	The objective of this assignment is to assess your understanding of the following learning outcome(s): • Describe various types of enterprise systems, such as ERP, SCM and CRM • Understand and discuss the strategic and business impacts of enterprise systems • Critically discuss key issues and problems surrounding the use and implementation of enterprise systems
Lecturer	Dr. Murray Scott
Marks Awarded	This assignment carries 60% of the overall marks for the module. Guidelines for grading this assignment are included at the end of this document.
Submission	You should submit your completed assignment through Blackboard's Assignment tool. If you are <u>unable</u> to submit your assignment via Blackboard, please email it to your lecturer by email at murray.scott@nuigalway.ie whilst also emailing the same email to <u>business@nuigalway.ie</u>. You don't need to specifically name your assignment submission document if submitting it via Blackboard, but if you need to email in your assignment, please name your document (as an email attachment) as follows: Student ID number … Module Code … Discipline … Assignment title.pdf : e.g. 12345678 MS809 Assignment.pdf

Submission Deadline	**5pm, Friday 12th May**. Irish time (+ 30 mins grace to 5:30pm for any upload issues) You will have multiple attempts to submit, and we will correct the last submitted version. To avoid technical issues we strongly advise you to upload your submission <u>well in advance of the deadline</u>. You may submit at any time on any day prior to the deadline.
Academic Integrity	Each module instructor reserves the right to follow up with a student by interview if there is any concern in relation to the integrity of the assignment. For any assignments not submitted via Turnitin, we reserve the right to check it using Turnitin where required. You are required to include the following disclaimer statement as part of your submission: "In submitting this work I confirm that it is entirely my own. I acknowledge that I may be invited to undertake an online interview if there is any concern in relation to the integrity of my submission."
Non-submission	Non-submission, or submission after the deadline (5pm + 30 mins grace) will carry a mark of zero in determination of overall marks for this sitting.
Deferral	You may request a deferral of this assignment until Autumn, if you are unable to perform the work or submit it for the semester 2 deadline. To request a deferral, email business@nuigalway.ie, stating your ID, module code, and the assignment(s) you wish to defer. CC your lecturer on this email. Put 'deferral' in the email subject line.
Deliverables	An electronic file (or multiple files) constructed using Microsoft Office or equivalent. Ideally your submission should be typed in 12-point font, 1.5 spaced, with pages numbered. Your document should ideally be in one of the following formats: pdf, Word, or Excel (where relevant). Students can install Microsoft Office 365 on up to 5 devices, see https://www.nuigalway.ie/o365/overview/ However, if necessary you may handwrite your document and scan/photo it for submission, but it must be fully legible, page-numbered, organised and complete.

	The submission should not exceed 2,000 words (i.e. 1,000 words per answer) excluding graphs, tables, and the disclaimer, but including any appendices.
Special Requirements	If you are registered with the Disability Support Service (DSS), you will find recommended accommodations listed on your Learning and Educational Needs Summary (LENS) report. If the alternative assessment offered for this module does not fully meet the recommendations in your LENS report, please email your lecturer as well as business@nuigalway.ie, stating clearly how you feel the recommendations are not being met. Please ensure you attach a copy of your LENS report to this email.
Referencing	If you are using any references, please use the Harvard referencing style, instructions for which can be found on the NUI Galway Library Website, section Styles & Styles Guide: Citing & Referencing: http://libguides.library.nuigalway.ie/c.php?g=672922&p=4791378
Plagiarism	University of Galway Plagiarism Code of Practice All work submitted by students for assessment, for publication or for (public) presentation, is accepted on the understanding that it is their own work and contains their own original contribution, except where explicitly referenced using the accepted norms and formats of the appropriate academic discipline. Plagiarism is the act of copying, including or directly quoting from the work of another without adequate acknowledgement, in order to obtain benefit, credit or gain. You are required to familiarise yourself with the NUI Galway Plagiarism Code and ensure that the work you submit does not contain plagiarised elements. http://www.nuigalway.ie/plagiarism/
Assignment Details	ANSWER ANY TWO QUESTIONS (1,000 WORDS MAXIMUM PER QUESTION). NUMBER EACH QUESTION CLEARLY. Question 1: *"When it comes to executing your strategy, your enterprise architecture may matter far more than your strategy itself."* Jeannie W. Ross Discuss the above statement in relation to the importance of Enterprise Architecture Management (EAM) to business success. In your answer you should describe how an organisation can identify an appropriate operating model and explain the decisions necessary to implementing the model. Use a case study example (or examples) to expand your discussion on how companies can use the operating model approach as a foundation to gaining strategic advantage and agility in their industry. 1000 words. (50 Marks)

Question 2:

"*The proliferation of Global Supply Chain Management (SCM) solutions has led to the realisation that these investments are no longer likely to provide strategic advantage, but simply the business basics.*"

Discuss this statement and consider the potential strategic value of SCM to organisations. Your answer should firstly describe the key components of a Supply Chain Management system and then consider the role of technology in providing strategic advantage through the supply chain and contemporary approaches to creating value. Use a case study example (or examples) to illustrate your answer.

1000 words. (50 Marks)

Question 3:

"*CRM is a strategic business initiative, not a technology*"

Discuss this statement. In your answer you should outline the key components in a Customer Relationship Management (CRM) system and how these contribute to the business strategy of an organisation. You should use case study examples to illustrate your answer.

1000 words. (50 Marks)

Grade Descriptors

Grade	Marks %	Descriptor
1st CLASS HONS	90-100	<u>Supreme</u> performance, engaging profoundly, systematically and comprehensively with question set, brilliantly demonstrating • a superlative mastery of the subject matter, richly supported by evidence and citation, reflecting deep and broad knowledge and understanding as well as extensive reading • an outstanding ability to organise, analyse and express ideas and arguments in an original, sophisticated and discriminating manner • an optimal capacity for critical analysis • the display of rare penetrative insight, originality and creativity
	80-89	<u>Exceptional</u> performance, engaging deeply and systematically with the question set, with consistently impressive demonstration of • a comprehensive mastery of the subject matter; amply supported by evidence and citation, • reflecting deep and broad knowledge and critical insight as well as extensive reading • an exceptional ability to organise, analyse and present arguments fluently and lucidly with a high level of critical analysis • a highly-developed capacity for original, creative and logical thinking;
	70 -79	<u>Excellent</u> performance, engaging closely and systematically with the question set, with consistently strong evidence of • a comprehensive mastery of the subject matter, ably supported by evidence and relevant citation • excellent ability to organise, analyse and express arguments fluently and lucidly with a high level of critical analysis • a highly-developed capacity for original, creative and logical thinking
2nd CLASS HONS (Grade 1)	60-69	<u>Very Good</u> performance, engaging substantially with the question set, demonstrating strong grasp of the subject matter, well supported by evidence and relevant citation • well-developed capacity to analyse issues, organise material, present arguments clearly and cogently • some original insights and capacity for creative and logical thinking

Grade	Marks %	Descriptor
2nd CLASS HONS (Grade 2)	50-59	<u>Good</u> performance - intellectually competent answer (i.e. factually sound) with evidence of a reasonable familiarity with the relevant literature and techniques • acceptable grasp of the subject material • ideas stated rather than developed and insufficiently supported by evidence and relevant citation • writing of sufficient quality to convey meaning but some lack of fluency and command of suitable vocabulary • omission of parts of the subject in question or the appearance of several minor errors • average critical awareness and analytical qualities • limited evidence of capacity for original and logical thinking

Grade	Marks %	Descriptor
3rd CLASS HONS	45-49	<u>Satisfactory</u> performance – intellectually adequate answer with evidence of some familiarity with the relevant literature and techniques • basic grasp of subject matter, but somewhat lacking in focus and structure • main points covered in answer, but lacking detail

		• some effort to engage, but only a basic understanding of the topic portrayed • some development of argument • only some critical awareness displayed • no evidence or relevant citation included in answer • appearance of several minor errors or one major error • lacking evidence of capacity for original and logical thinking
	40–44	Acceptable performance – intellectually adequate answer with limited familiarity with the relevant literature and techniques • basic grasp of subject matter but limited focus on question asked • unclear presentation of argument, random layout, with some omissions or inaccuracies in answer • argument insufficiently developed • no evidence or relevant citation supplied • appearance of one major error and minor errors • inclusion of unsubstantiated statements and/or irrelevant material • descriptive rather than argumentative or analytical answer presented • an attempt to solve moderately difficult problems related to the subject material and an attempt to examine the material in a critical and analytical manner only partially successful • an incomplete or rushed answer e.g. the use of bullet points through part / all of answer

FAIL*	35-39	Unacceptable performance, with either - insufficient understanding of the question displayed - failure to address the question resulting in a largely irrelevant answer - a display of some knowledge of material relative to the question posed, but with very serious omissions / errors and/or major inaccuracies included in answer - or answer left somewhat incomplete for lack of time Also: • limited understanding of question displayed • a random layout / underdeveloped structure - not planned sufficiently • poor analytical skills, with an absence of argument • random and undisciplined development - limited structure • lack of clarity, poor spelling • material of marginal relevance predominating
FAIL	<35	Wholly unacceptable performance, with - deficient understanding of the question displayed - complete failure to address the question resulting in an irrelevant answer - inadequate knowledge displayed relative to the question posed - or answer left incomplete for lack of time Also: • very poor analytical skills, with an absence of argument • random and undisciplined development –poorly structured answer • confused expression, poor spelling • irrelevant material predominating
Fail* - within 'Pass by Compensation' range		