Assessment Information

MIS782: Value of Information

Assessment 1: IT Portfolio Theory

This document supplies detailed information on assessment tasks for this unit.

Key information
- Due: Monday, 9th April 2018 by 11:59pm
- Weighting: 20%
- Word count: 1500 words

Assurance of Learning
This assessment assesses the following Unit Learning Outcomes (ULO) and related Graduate Learning Outcomes (GLO):

Unit Learning Outcome (ULO)	Graduate Learning Outcome (GLO)
ULO 1: Critically analyse how information and IT can generate business value and improve the firm's overall competitiveness	**GLO 1:** Discipline-specific knowledge and capabilities: appropriate to the level of study related to a discipline or profession. **GLO 4:** Critical Thinking: evaluating information using critical and analytical thinking and judgement

Purpose
This is an individual assignment, which requires you to develop an understanding of how information and IT can generate business value and improve a business's overall competitiveness, and then produce a 1500-word report on your findings.

Instructions
First read the case titled: Predicting consumer tastes with big data at Gap. The assigned case study will be used for assignment 2 as well.

Develop responses to the following questions:

Task 1:
1a. Identify various IT assets and their business value returns mentioned in the case study using the IT Portfolio theory.
1b. To what extent does this organisation have an IT portfolio which provides a balanced view of value, risk and return?

Task 2:
2a. Based on the Resource based view of the firm (RBV), develop a list of resources and capabilities that the organisation has access to.
2b. How do you think that resources and capabilities add value and rarity for Gap?

Rubric
Read the rubric on the program page carefully as it outlines what criteria your assessment will be evaluated on.

Webinar
We will discuss the assessment in more detail during the webinar this week. You will have an opportunity to ask questions then. In the next step, you can post questions around the assessment as your pre-webinar activity.

Assessment Information

- Date: Wednesday 21st March (6-8pm AEDT)
- Venue: Refer to the webinar link on the program page

Useful Resources

- Key article that introduces you to the theoretical model used in this assessment:
  - IT Portfolio framework - Weill, P., and Aral, S. (2006). [Generating Premium Returns on Your IT Investments](), MIT Sloan Management Review, 47:2, pp 39-48.
  - Barney, J. (2012). [Evaluating the firm's internal capabilities](), Strategic management and competitive advantage: concepts, 4th Ed, Pearson (Boston)
- Tips and resources on [report writing]()

Report format

Due to the tight word limit, you should use tables wherever appropriate in your responses. Any table entries that need further explanation should be provided underneath the table.

Refer to the sample report template is on the program page under Assessment 1 Template and should be used for your assessment. The report should contain the following sections:

- Responses to Tasks 1 - 2
- List of references
- Appendices (if required)

Turnitin

Students are required to check originality through Turnitin, prior to submitting the final assessment. To check the originality of your work, you will be provided with an opportunity to review your work and submit your draft within the course.

To view a quick guide on using Turnitin this resource will help you and includes a short video on using Turnitin and accessing the feedback on your assessment.

Submission Details

Your assignment is to be submitted via the FutureLearn link (Submission link is published in Course 3 Week 1). Please upload one document only. Name your file with the following information: Unit Code Year Trimester Assignment Number Your Name Student ID e.g. MMP713_2017T2_Assign1_StudentMary_12345678.doc

When submitting electronically, you must check that you have submitted the work correctly by following the instructions provided in FutureLearn. Please note that hard copies or copies via email will NOT be accepted or part of the assignment submitted after the deadline or via Email. If the assignment is submitted late, we will apply penalty deductions of the assignment mark.

For further details support on how to present a report access the [Academic skills report writing]() page.

Extension requests

No extensions will be considered for this assessment unless a written request is submitted and negotiated with the Unit Chair at least 48 hours before the due date. It is student's responsibility to keep backups of the assignment.

Special consideration

You may be eligible for special consideration if circumstances beyond your control prevent you from undertaking or completing an assessment task at the scheduled time.
See the following link for advice on the application process:
http://www.deakin.edu.au/students/studying/assessment-and-results/special-consideration

Assessment Information

Feedback prior to submission
Students are able to seek assistance from the teaching staff to ascertain whether the assignment conforms to submission guidelines. Questions need to be formulated in writing as the teaching staff will not read parts of the assignment prior to submission.

Feedback after submission
Your assignment feedback will be returned in a rubric via FutureLearn with an overall mark together with comments.

Referencing
You must correctly use the Harvard referencing system in this assessment. See the Deakin referencing guide.

Academic integrity, plagiarism and collusion
Academic misconduct and plagiarism is subjected to penalties. Plagiarism includes and not limited to:
- Copying others' work without appropriate referencing
- Re-using assignment material completed by other students
- Contracting others to do assessment tasks on your behalf

Plagiarism and collusion constitute extremely serious breaches of academic integrity. They are forms of cheating, and severe penalties are associated with them, including cancellation of marks for a specific assignment, for a specific unit or even exclusion from the course. If you are ever in doubt about how to properly use and cite a source of information refer to the referencing site above.

Plagiarism occurs when a student passes off as the student's own work, or copies without acknowledgement as to its authorship, the work of any other person or resubmits their own work from a previous assessment task.

Collusion occurs when a student obtains the agreement of another person for a fraudulent purpose, with the intent of obtaining an advantage in submitting an assignment or other work.

Work submitted may be reproduced and/or communicated by the university for the purpose of assuring academic integrity of submissions: https://www.deakin.edu.au/students/study-support/referencing/academic-integrity

FAQs
Where can we find a summary for the assessment?
All details are provided in this document and in week 2 course 1, the assessment is released formally in FutureLearn with all details and links.

Are we meant to follow the template exactly or do we include an introduction, conclusion etc.?
That is your choice. It is preferred that you use tabular format for Q1a however the rest can be up to you.

Are we meant to reference every individual item in the tables?
Referencing is only needed when you make a claim and content from the case study does not need any reference.

Is the word count of 1500 a hard limit or just a recommendation?
A word limit is a limit 1500 words plus/minus 10% variance.

Do words in a table count towards the 1500-word limit?
Yes, it does count!

How accurate do we need to be with our listings of the asset?

Assessment Information

The asset identification is an open task. You need to identify the assets mentioned in the case (and yes, the naming of the asset is not that important!). If the case does not explicitly state the asset, you can make assumptions and include it (e.g. HR systems, payroll etc.).

How accurate do we need to be with our listings of the resources and capabilities?
The case does illustrate in detail its resources and capabilities. Hence, the expectation is that you will use the resources and capabilities mentioned in the case. However, if the case does not explicitly state some of the categories of resources and capabilities, you can make assumptions and include it (e.g. norms and values of Gap)

If I have any questions about the assessment task, where should I post my question?
You are encouraged in the first instance to post questions in the FutureLearn Step that introduces the assignment (course 2, week 1, Step 1.2). You can also use the unit email to seek help from teaching team at [flmis782@deakin.edu.au.](mailto:flmis782@deakin.edu.au) Please consult the FL step before you ask the same question. Don't forget the weekly live webinar/seminar class where you can ask questions along the way.

How can online students seek extra help?
For online students, extra drop-in consultation sessions will be conducted during the term in Blackboard Collaborate on Thursdays between 7-8 pm (the same link you use to join the live webinar). These extra sessions usually will run in weeks 3, 4 and 5. Please look at announcements in FL for further details.