

MIS782: Value of Information

Assessment 2: Prepare a business case

This document supplies detailed information on assessment tasks for this unit. This is a group assignment, which requires you to work in a group of 3 – 4 students, to prepare a business case.

Key information

- Due: Friday, 11th May 2018 by 11:59pm
- Weighting: 30%
- Word count: 3500 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: Develop the business case to motivate an IT investment for organisations.	GLO 1: Discipline-specific knowledge and capabilities: appropriate to the level of study related to a discipline or profession. GLO 2: Communication: using oral, written and interpersonal communication to inform, motivate and effect change.

Purpose

Refer to the same case study used in Assignment 1: [Predicting consumer tastes with big data at Gap](#)

This case chronicled the digital strategy of Gap using an analytical approach in addressing declining sales at Gap within an ever-increasing competitive apparel retail industry. Led by its CEO, Gap invested in analytics technology and undertook radical changes to eliminate traditional creative designers with a collective ecosystem fuelled by the input of big data. Key thrusts of its digital analytical strategy involved the mining of big data from Google analytics and Gap's own sales and customer databases to inform the next season's assortment; trend spotting through big data analysis; development of alternate online distribution channels; predictive analytics for target marketing and consumer preferences; and product 3.0 development strategy.

Opportunity for further IT investment:

Going forward, Gap considers what should be the next steps in their digital analytics strategy.

- How can GAP systematically assess the opportunities and threats of digital disruption in the retail apparel industry and devise a set of possible strategic responses based on market intelligence?
- How can GAP stay at the forefront of the fashion apparel industry innovation by successfully gauging apparel trends and changing customer preferences?
- Where should Gap direct its analytics capability investment dollars (e.g. in-house/outsource/centralised/decentralised)?

GAP's CEO has considered this very question and has decided to focus on one major area – the potential of big data and analytics. Can analytics used for market intelligence fuelled by big data outperform a creative director at predicting the future fashion trends of consumers? Senior management is concerned about the disruption to the delicate balance between creativity and commercialisation, designers and merchants that exist at most fashion brands.

Take for example; selling Gap's products on Amazon could open up a completely new data stream to Gap managers, providing insight into the shopping habits of existing customers when they are not shopping on the company's own digital platforms or in their stores, and providing access to new customers not currently

attracted by the company's distribution efforts. Should the CEO allow Amazon to sell his brands? However some senior management is weary of this strategy as this entails giving up control over their customer data to a third party like Amazon.

What other alternative sources of big data could Gap aim to get access to? What sort of analytics capability should Gap invest in? Are there any other disruptive alternative digital strategy/distribution channel/product development process being adopted by other fashion retailers? What emerging technology could be used to gather further market intelligence for Gap to achieve competitive advantage?

Instructions

Your team has been tasked with the job of exploring further investments in Big Data and analytics capability that might be integrated into Gap's existing digital strategy mix. You have been asked to produce a business case to enhance Gap's digital strategy with big data.

As the head technology adoption team your job is to write a convincing business case that provides sound argumentation for investing in Big data and analytics to reach Gap's business objectives. The business case should be aimed at the senior executive team at Gap. You are to produce a business case guided by the 6-step "Framework for Business Cases" outlined during the live support sessions (This will be covered in Course 3, Week 1 on FutureLearn).

Structure

This assessment should be structured as a report. For further support information about Report Writing, refer to the following Website: <http://www.deakin.edu.au/students/study-support/academic-resources/report-writing>

Webinar

We will discuss the assessment in more detail during the webinar in week 5. You will have an opportunity to ask questions then and post questions around the assessment as your pre-webinar activity in the FutureLearn platform.

- Date: Tuesday 4th April 2017 (6-8pm AEDT)
- Venue: Refer to the FutureLearn platform for the webinar link

Useful resources

Refer to the reading list for Course 3 for readings that are relevant for this assessment task.
(<https://deakin.rl.talis.com/lists/3690C151-D992-26F7-42B9-295DAB528123.html>)

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/user_group_list.d2l?ou=635143

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 12-04-2018.

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.

Submission details

1. The assignment should be submitted as a Microsoft Word document named after one of the group members **FirstName_LastName_GroupNumber** (e.g. *Peter_Jones_Group2.docx*). Only one submission per group required.
2. Group Contribution Form must also be attached as the last page of your assignments. (Assessments without this form will not be assessed).

The assessment must be submitted by the due date electronically via FutureLearn (Submission link is published in Course 4, Week 2).

Rubric

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

Turnitin

The assessment must be completed/submitted by the due date electronically through **Turnitin** in **FutureLearn**. There is a designated step within FutureLearn providing the links to do this.

Each group is to submit one copy of the assignment only. 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.

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 feedback

Feedback prior to submission

You 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 assessment 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 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 includes and is 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 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

I am an online student. Which forum I can use to seek membership/arrange groups with peers?

Students are welcome to use the FutureLearn site to seek for group membership. I highly recommend you use the FutureLearn Step that introduces the assignment (course 3, week 1, Step 1.2)

If I have any questions about the assessment task, where should I post my question?

Students are encouraged in the first instance to post questions in the FutureLearn Step that introduces the assignment (course 3, week 1, Step 1.2)

Students can also use the unit email to seek help from teaching team at flmis782@deakin.edu.au. Please consult the FL step before you ask the same question.

Students can ask questions during the weekly live webinar/seminar class

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 7, 8 and 9. Please look at announcements in FL in this regard.

Is the word limit strict?

Yes, +- 10% may be provided.

Are tables included in the word count?

Yes, unless you include tables in appendix

What is the 6-step "Framework for Business Cases"?

Details on the framework can be found in FL content titled building a business case and also outlined during the live support sessions in week 5 (Course 3, Week 1 on FutureLearn).

1. The 6-steps must be included in the report are as follows:
2. Define the business problem or opportunity (external references to disruptive retail industry is desirable)
3. Business and IT alignment (based on Gap case)
4. Identify alternatives (at least 3 options with high level explanations; doing nothing is also an option!)
5. Analyse the alternatives (as identified in step 3)
 - Feasibility
 - Benefits
 - Costs (broad-brush figures, but understanding of different types of costs is important)
 - Risks (risk register and matrix)
6. Select the best choice/recommendation
7. Create a plan for implementation of ideas (high level project plan)

References (required) and appendix (optional).