

Assignment #3: Business Case (Individual Assignment)

STUDENT INSTRUCTIONS

Submission Instructions	To be submitted via DC Connect
Value	10%
Due Date	See DC Connect

Assignment Type: Individual

Format: Essay (submitted in Word or PDF format), 2700 words (mention word count on the cover page)

Content: Utilizing all the information collected and developed for the project work, each student is expected to write a detailed business case. This business case should articulate the rationale, feasibility, and potential impact of the AI-driven solution your group has proposed.

Key Components of the Business Case Essay:

- Briefly describe the healthcare issue your AI solution addresses.
- Analyze the current market demand for your solution and evaluate the competitive landscape.
- Provide a detailed description of your proposed AI solution, including technological aspects and how it addresses the identified healthcare issue.
- Discuss the technical feasibility of your solution, including any technological innovations, required resources, and implementation challenges.
- Present a detailed cost-benefit analysis, highlighting the expected return on investment (ROI) and the solution's impact on healthcare delivery and patient outcomes.
- Explain how your solution aligns with strategic goals within the healthcare sector and addresses existing challenges.
- Address how your solution adheres to ethical AI principles, including considerations for bias, privacy, and data security.
- Identify potential risks associated with your solution and propose mitigation strategies.

Evaluation Criteria – 20 Marks:

- Depth and accuracy of market and financial analysis
- Clarity in demonstrating strategic alignment and benefits
- Comprehensive identification and mitigation of risks
- Adherence to ethical AI principles and considerations for bias, privacy, and data security