**MODULE 1 UNIT 4**

**Assignment**

Learning outcomes:

LO5: Apply a framework for realizing strategic advantage in business.

LO6: Analyze an organization's use of technologies in support of its strategy.

# Name:

## Instructions and guidelines (Read carefully)

### Instructions

1. Insert your name and surname in the space provided above, as well as in the **file name.** Save the file as: **First name Surname M1 U4 Assignment** – e.g. Zadie Smith M1 U4 Assignment. **NB:** *Please ensure that you use the name that appears in your participant profile on the Online Campus.*

2. Write all your answers in this document. There is an instruction that says, “Start writing here” under each question. Please type your answer there.

3. Submit your assignment in **Microsoft Word only**. No other file types will be accepted.

4. Do **not delete the plagiarism declaration** or the **assignment instructions and guidelines**. They must remain in your assignment when you submit.

PLEASE NOTE: **Plagiarism cases will be investigated in line with the terms and conditions for participants.**

IMPORTANT NOTICE: Please ensure that you have checked the Online Campus for the due date for this assignment.

### Guidelines

1. There are 4 pages and 1 question in this assignment.

2. Make sure that you have carefully read and fully understood the questions before answering them. Answer the questions fully but concisely and as directly as possible. Follow all specific instructions for individual questions (e.g., “list”, “in point form”).

3. Answer all questions in your own words. Do not copy any text from the case book, readings or other sources. **The assignment must be your own work only.**

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| --- |
| **Plagiarism declaration:** |
| **1. I know that plagiarism is wrong. Plagiarism is to use another’s work and pretend that it is one’s own.**  **2. This assignment is my own work.**  **3. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.**  **4. I acknowledge that copying someone else’s assignment (or part of it) is wrong, and declare that my assignments are my own work.** |

In the final module of this program, you will create a roadmap for transforming an organization using AI technologies. In each assignment included in this program, you will be required to complete activities that will inform your thinking for the completion of that final roadmap. A high-level overview of the structure for the roadmap is shown below. In this assignment, you will be working on certain aspects of the “Current state” section.

1. Executive summary
2. **Current state**
3. Proposed initiative
4. Plans of action and criteria for success

**Question 1**

Consider a working environment. It could be your current organization, an organization where you have previously worked, or a fictional organization. Think about the role of technology in the organization and how it assists managers and other employees with efficiency and productivity.

Now, think about the strategies the organization is currently pursuing. Does the organization rely on cost leadership, differentiation, or focus? How might AI technologies contribute to (or be inconsistent with) these strategies? Which strategy would you choose to emphasize in your chosen organization? How could AI potentially fit in with the strategy you have chosen? Are you able to use any of these three strategies to innovate in ways that may bring new value to the organization?

Using the questions above to guide your thinking, write a report of between **300 and** **500 words** detailing the current state of your chosen organization. Your report should include a section detailing how AI (or other technologies) is currently being deployed in the organization, as well as a section that outlines the organization’s strategies. Ensure that your writing is coherent and clear.

Review guidelines:

Your assignment will be reviewed according to your insight into how technologies are currently being used in an organization, your reflection on an organization’s current strategies, and the organization of your writing. View the detailed rubric on the online campus.

Start writing here:

I am currently working in a financial service industry. Much like other organizations in our field, we were slow to change. Our technology was infected with out of date and legacy infrastructure. However, we made a clear strategy to focus on being technology first corporation. This strategy allowed us to invest heavily in new technology and ideas. We made significant progress in updating our technology infrastructure and improving the resilience of our systems.

As for overall organizational strategy, we are focused on providing best customer service possible. A future threat from fintech urged us to reduce cost significantly by implementing new technologies (e.g. chat-bots and enterprise cloud). This cost-cutting strategy triggered a corporate structural change from a global corporation to a region focused organization. In terms of Michael Porter’s three generic strategies, we are differentiating us from our competitors by providing best customer and product service. In order to achieve this, we are cutting cost and focusing on a smaller global operation.

We can provide a better price and product service by cutting operational cost. However, it will put too much constraint on our operation which might reduce our ability to provide best customer service. To address this problem, we have decided to use AI to reduce cost while providing better customer service. Most popular example of AI in my organization is chat-bot powered by IMB’s Watson. The AI is able to understand and answer simple questions by filtering through vast amounts of data. If the AI unable to find the answer, it passes the inquiry on to a customer service agent who can answer more complex questions. It supports staff to help them answer customer queries more quickly and easily by employing collective intelligence of both AI and staff. By employing an advanced AI chat-bot, our organization was able to reduce cost and improve customer service (by eliminating the need for costumer to wait for a human advisor to be free to answer simple questions).

AI assistant is easier to implement at the front end (customer facing) area because information handled is already public. On the other hand, using AI in the back office is quite challenging due to the handling of customer information and business-sensitive data. As AI gets better by training itself against mistake and amount of data available, it is necessary to have access to sensitive information to be effective. IBM and others are addressing the handling of sensitive information through enterprise cloud (e.g. IBM cloud) where organizations maintain ownership of their data. However, regulators still insist storing and handling of some sensitive information in organization own physical premises.

I believe true potential of AI is that it can assist our business and technology analyst to make correct decision by providing necessary information and tools. There is a number of breakthroughs in a corporate cloud and AI services. Therefore, I believe it won’t be too long before business analyst utilizing their own AI assistant to perform and work more efficiently.