1 Assignment: Thematic Essays

For each of Essays 1 to 4, each student must submit a report following the requirements and guidelines below.

- **Textual answers** must be submitted via the *Google Form* provided in *Fenix* for each deliverable. Note that the character limits for each item (including spaces and punctuation) must be respected.
- **Concept maps, which must be easily readable and clearly structured,** must be submitted as a PDF file uploaded to *Fenix*. The file must be named with the student's number only, and contain a single A3-sized page, in vertical orientation. The page in this PDSF file must include, at the top, the student's number and name, followed by:
  - the concept map for **Q1.3**
  - and then the concept map for **Q2.3**.

1.1 What to deliver (always consider the perspective of the theme)

- **Q1 – Story Analysis:** Select one story from the *Stories Collection* and analyse it.
  - **Q1.1** (15%) How is the story related to the theme? *(Max 400 characters)*
  - **Q1.2** (15%) What lessons can be drawn from the story? *(Max 400 characters)*
  - **Q1.3** (15%) Create a concept map illustrating the story analysis, supporting your answers above.
- **Q2 – Case Analysis:** Select one (see the descriptions and other elements in the Lecture Notes):
  1. Maersk and the Quiet Catastrophe
  2. Colonial Pipeline and the Long Weekend
  3. ING and the Agile Transformation
  4. OpenAI and the Boardroom Shockwave
  5. The NHS Email Storm
  6. The SEF Migration Debacle
  7. Germany's E-ID Infrastructure Confusion
  8. France's Health Data Hub Delay
  9. Sonos App Overhaul Fallout
  - **Q2.1** (15%) How is the case related to the theme? *(Max 400 characters)*
  - **Q2.2** (15%) What lessons can be drawn from the case? *(Max 400 characters)*
  - **Q2.3** (15%) Create a concept map illustrating the case analysis, supporting your answers above.
- **Q3 – Seminar Discussion Prompt:**
  - **Q3.1** (5%) Propose a discussion question related to the theme for use in the seminar. *(Max 100 characters)*
  - **Q3.2** (5%) Justify the relevance of the proposed issue from the perspective of the theme. *(Max 400 characters)*
- **Qx – Use of Tools:** We assume students may use generative language services to support their essays, or any other relevant aids (e.g. software, peer support, coaching). Describe what had you used and your experience with that.

1.2 NOTES:

- For each essay, choose a story and a case that clearly relate to the theme (reusing the same story or case across themes is not permitted).
- Learn about concept maps: https://cmap.ihmc.us/
- Be aware that a good map:
  - Is clear, structured, and connects concepts with accurate links that form valid assertions.
  - Should centre around at least one main concept and ideally show a rich web of ideas, not just a tree.
  - Use colour, shapes, and layout to support reading and emphasis.
  - Use a maximum of 12 concepts
  - Use concepts from the reference list whenever possible:
    - Must use core course terminology with correct identifiers of the terms form the reference glossary (e.g., <id> concept-name).
    - New concepts must be clearly defined in the first related answer.

1.3 Grading reference

Score	Relation to Theme (Qx.1)	Lessons (Qx.2)	Concept Map (Qx.3)
0	Off-topic or missing	No lessons, irrelevant	Not submitted or nonsense
1	One vague mention; no justification	One idea, no course link	Minimal map, incoherent or unclear
2	Two weak points, superficial	Two issues, unclear structure	Few elements, weak structure
3	One governance + one management concept, partial terminology	Two relevant risks/practices, moderate clarity	Mostly correct; lacks depth
4	Clear distinction of issues; good terminology	Two well-explained issues with references	Structured and coherent; clear actor-responsibility links
5	Excellent use of concepts (and identifiers), insightful framing	Strong analysis with frameworks, terminology, and context	Conceptually rich and visually clear; demonstrates synthesis