



BUSA8030 (BUSA7030) Mgt of Data, Analytics and Change

Session 2, 2024

Assessment Task	<i>Case Study – Individual Assignment</i>
Due date	6 th of September 2024, 23:55
Weight (%)	30%
Task description	Individual Task – Critical Analysis
Submission Method	iLearn
Feedback mechanism(s)	<i>iLearn via the Rubric</i>
Feedback available (anticipated date)	<i>Two weeks from submission</i>
Links to Unit Learning Outcomes	<i>UL01, UL2, UL03, UL04, UL05</i>

INTEGRITY MATTERS



Integrity matters – at home, in your workplace, and here at University. As a highly valued member of the Macquarie University Community, you carry great responsibility to uphold the good name of our institution. Our reputation is your reputation and will stay with you for life when your degree opens amazing opportunities for you.

If you are ever unsure whether your actions fall within the guidelines of Academic Integrity, please don't hesitate to reach out. Contact the Academic Literacies Unit or your Tutor/Unit Convenor.

ASSESSMENT DESCRIPTION

This assessment task requires your **Critical Analysis** of an organisation's digital, data, and technology strategy. The organisation chosen for this assignment is the **United Kingdom's Home Office**. The Home Office is the lead government department for immigration and passports, drugs policy, crime, fire, counter-terrorism, and police.

The assessment is to be submitted in the format of a Business Report, written in professional business language. See the **Assessment Instructions** for further details.

Please note that all assessment tasks cover new topics unique to this semester. Any submissions discussing or referencing previous topics, whether in whole or in part, will receive zero marks.



Skills in focus for this assessment

Critical analysis skills in Data, Analytics, and Change initiatives.
Business writing skills, conveying Data, Analytics, and Change initiatives.
Supporting statements and claims with factual evidence, via referencing relating to Data, Analytics, and Change initiatives.

These skills are assessed by the following.

- Identifying the organisation's strategies (goals), and related Data and Analytics technologies that are used to support the attainment of organisation's strategies and goals.
- Identifying the people and management activities (soft skills) related to enabling the organisation's strategies.
- Critically analysing the identified organisations strategies, data and analytics, and people and management activities identified.

ASSESSMENT INSTRUCTIONS

Objective

The objective of this assignment is to understand and critically analyse the **Home Office Digital, Data & Technology (DDaT) 2024 Strategy**.

By completing this assignment, you will gain critical analysis skills in evaluating an organization's Data, Analytics, and Change initiatives.

Process and Tasks

Download, read and analyse the Home Office Digital, Data & Technology (DDaT) 2024 Strategy.

Download the Strategy from:

https://assets.publishing.service.gov.uk/media/617132b28fa8f5297b643fd2/Home_Office_DDaT_2024_Strategy_Report.pdf

- Identifying the organisation's strategies (goals), and related Data and Analytics technologies that are used to support the attainment of organisation's strategies and goals.
- Identifying the people and management activities (soft skills) related to enabling the organisation's strategies.
- Critically analyse the identified organisation's strategies, data and analytics, and people and management activities identified.

Present the above 3 areas in the body of your report (submission).

To assist with your critical analysis you must read additional documents and materials related to the topics identified in the report. Use these applicable materials to support your critical analysis in your assignment.



Delivery and Submission

The assignment should be submitted in a business report format.

Ensure your assignment follows a well-organized structure, including a clear purpose, concise topic introductions, well-supported arguments, analytical insights, key conclusions, and formal source references. Incorporate suitable headings to improve the document's readability and flow. A recommended structure is outlined in the next section for your reference.

- **Word Limit:** The assignment should be approximately 2500 words, with a permissible variation of +/- 10%. This word count **does not** include the executive summary, references, or appendices.

Submission Method:

Submit your assignment via the iLearn submission link. Your assignment will be checked via Turnitin for plagiarism. Please submit your report in PFD format. The PDF format ensures your document formatting is maintained after submission in iLearn. Only one submission is possible into iLearn via the Submission link.

Written assignments:

Written assignments should be in 11-point Arial font with 1.5 line spacing. Each page of the report should be numbered and have at minimum 2.5 cm margins from the left and right edges and the top and bottom of the page. The word count is strictly enforced. The actual word length of the document, not including references or appendices, should be clearly stated on the title page of the report.

Written assignments should have the following structure:

1. A title page with the assignment title, your student name and student number, word count of the text.
2. Executive Summary (Approx 1- page in length, not included in word count)
3. Table of Contents (not included in word count)
4. Introduction (10 % of the word count)
5. The body of the report is structured with paragraphs and with appropriate headings and citations, including page numbers.
6. Conclusion (10 % of the word count)
7. References Complete a reference list of material cited in the text.

Referencing style: Please use the American Psychological Association (APA) 7th edition reference style. This means that when referring to an article or book etc, you indicate the author's name followed by the year of publication (Jones, 1989). For multiple authors include all names (Jones, Smith, & Wilson, 1990). If you use a direct quote, put the quoted words in "quotation marks" and include the page number with the reference (Jones, 1989, p. 76). A reference list should be presented in alphabetical order at the end of the paper.



TIPS & FAQs

Effective Referencing: Choose a referencing style. Either the Harvard or APA referencing style and ensure consistent usage throughout your assignment for accurate citations and a well-structured bibliography.

Clear Communication: Strive for clarity, conciseness, and organisation in your writing to convey your ideas effectively and enhance the readability of your work.

Thoughtful Revision: Avoid a last-minute rush. Allow some time, between your initial draft and final revision. This approach offers a fresh perspective and allows you to refine your work before submission.

Academic Integrity: Maintain academic integrity by properly attributing and citing all sources, including figures, tables, and media content from existing materials. Emphasize originality in your thoughts and ensure your work is a unique reflection of your insights.

Remember, utilising Macquarie's library resources and a mix of professional and academic articles can enrich your research, leading to a well-informed and comprehensive assignment.

This assignment is **NOT a summary of the** Home Office Digital, Data & Technology (DDaT) 2024 Strategy.

Accountable and Responsible: You are always Accountable and Responsible for the work you submit.

Please Note: All assessment tasks cover new topics unique to this semester. Any submissions discussing or referencing previous topics, whether in whole or in part, will receive zero marks.

USE OF RESOURCES AND TECHNOLOGIES INCLUDING GENERATIVE ARTIFICIAL INTELLIGENCE

For this assessment, in addition to spelling/grammar checkers and referencing software, students are permitted to use GAITs (e.g., ChatGPT) to:

- summarise and paraphrase academic texts
- produce a paragraph or section of text (with attribution)
- provide a key definition (with attribution)
- input their text to GAITs (e.g., ChatGPT) to produce a counter-argument with the goal of refining their main argument

If students use text produced by GAITs in their submission, it must be properly attributed by:

- (a) being placed in quotation marks
- (b) including an in-text citation and reference to the software used.



If the text is not properly attributed, it constitutes and will be treated as a breach of academic integrity.

Reference using GAITs

Follow your Unit's referencing style guidelines for how to correctly cite the use of a GAIT in your assessment task.

For example, if using APA 7th Edition referencing style in your assessment:

In-text example: Author of the generative AI model, Year of the version used

Example: (OpenAI, 2023).

Reference list: Author of AI model used. (Year of AI model used). Name of AI model used (Version of

AI model used) [Type or description of AI model used]. Web address of AI model used

Example: OpenAI. (2022). ChatGPT (Dec 20 version) [Large language model].

<https://chat.openai.com/>

3 Don'ts

1. DON'T ask a GAIT to complete an assessment for you. This is outsourcing your assessment and is a breach of academic integrity.
2. DON'T blindly trust GAIT information. GAIT outputs can be completely inaccurate and will often contain fake references.
3. DON'T rely on GAITs to replace your own thinking and creativity.

LATE SUBMISSION

A maximum penalty of five percentage points of the total possible marks will be applied per day to late submissions, for up to a maximum of seven calendar days. Tasks that have not been submitted within the maximum number of additional late days will receive a mark of zero, unless otherwise specified in the late penalties section of the Unit Guide. Late submission for a task will only be permitted when specified in the unit guide. This provision does not apply to online exams or other assessments with a time limit of less than 24 hours.

Where an application for Special Consideration is approved and the outcome is an extension to the due date of a task, submissions that are received after the new due date will be subject to late penalties that are calculated from the new due date. This only applies where the outcome is an extension to the due date – see the Special Consideration Policy for a schedule of all possible outcomes.