

BUSA6430/3430 Business Applications of AI, Session 2, 2024

Assessment Task	AI Team Project
Due date	Sun of Week 13 (Sun 3rd Nov @ 11.55pm)
Weight (%)	40%
Task description	Group assessment
Submission Method	Through Turnitin on iLearn
Feedback mechanism(s)	Rubric – feedback available post results period release in December 2024
Feedback available (anticipated date)	Post results release period.
Links to Unit Learning Outcomes	ULO1, ULO2, ULO3, ULO4, ULO5

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

Professional purpose: The 'Why' of this assignment

Design a Business to Enhance Mental Health and Well-being for International Postgraduate Students.



Objective: Develop a business concept that provides mental health and well-being support to international postgraduate students in Australia. Your business should leverage freely available General AI Tools (GAITs) to offer innovative and accessible mental health resources.

NB. This assignment consists of two components: Group project (30 marks) and individual reflections on the project (10 marks).

The content of this assignment:

Some resources to start you on your journey are:

- <https://www.who.int/news/item/02-04-2024-who-unveils-a-digital-health-promoter-harnessing-generative-ai-for-public-health>
- <https://www.news-medical.net/news/20231028/Five-ways-AI-can-help-to-deal-with-the-mental-health-crisis.aspx>
- [Cureus | The Role of Artificial Intelligence in Identifying Depression and Anxiety: A Comprehensive Literature Review | Article](#) (NB. Journal article available on ilearn)

Skills in focus for this assessment

Communication, Analytical thinking, Reflection, Work readiness, mental health

ASSESSMENT INSTRUCTIONS

Your Tasks: Group

Requirements:

1. Business Concept:

- **Name & Description:** Create a name for your business and provide a detailed description of the services and support you will offer. Explain how your business specifically caters to the mental health needs of international students. (NB. The context is international students living in Australia who are struggling due to the Cost-of-Living Crisis:

- <https://www.abc.net.au/news/2024-03-01/students-reeling->



[from-hike-in-on-campus-accommodation-curtin-uni/103518978](https://www.abc.net.au/news/2024-05-14/cost-of-living-crisis-takes-toll-shopping-discounts-food-banks/103789816)

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- **Target Audience:** Define your primary audience. Discuss their mental health challenges and how your business addresses these needs.

2. Use of GAITs: Group

- **Selection:** Choose at least three freely available GAITs relevant to mental health support. Examples could include AI-driven mental health chatbots, mood tracking apps, or virtual support groups. (NB. Cannot be SARAH from the WHO)
- **Application:**
 - **Internal Use:** Explain how you, as the business owner(s), will use these tools to manage or enhance your business operations.
 - **Customer Use:** Describe how your future customers (international postgraduate students) will use these tools. Focus on features that will directly benefit their mental well-being.
 - **Collaboration:** Explore how you might use these tools to facilitate collaborative activities with your customers, such as virtual support groups or personalised wellness plans.

3. Business Model: Group

- **Revenue Streams:** Outline how your business will generate revenue. Consider options such as subscription services, pay-per-session, or partnerships with educational institutions.
- **Marketing Strategy:** Describe your approach to marketing your mental health services to international postgraduate students. Think about digital marketing, campus outreach, or partnerships with student organisations.



4. Implementation Plan: Group

- **Launch Strategy:** Provide a detailed plan for launching your business. Include key milestones, initial steps, and any partnerships or collaborations needed.
- **Challenges & Solutions:** Identify potential challenges in providing mental health support and using GAITs. Propose solutions or strategies to overcome these challenges.

5. Evaluation: Group

- **Success Metrics:** Define how you will measure the effectiveness and impact of your business. Consider metrics such as user engagement, satisfaction, or improvements in mental health outcomes.
- **Feedback Mechanism:** Describe how you will collect and utilise feedback from users to continuously improve your services.

6. Reflection Video Presentation: Individual (3-4 minutes total individual reflections):

- Individual reflections: Each member should create their own video which they upload it to ilearn (Separate link to the group report). The reflection should reflect on their contribution to the project and what they learned about the mental health challenges faced by international students (3-4 minutes per person). **NB.** Anything over the 4 mins mark will not be listened to.

Group Content (30%):

- **Business Idea and Use of GAITs:** Present your business concept, the services offered, and how GAITs will be integrated into your operations.
- **Implementation Strategy:** Provide an overview of your launch plan, including key milestones and challenges.
- **Marketing and Revenue Model:** Discuss how you plan to generate revenue and promote your services.

Individual Reflections (10%): Each group member must provide a personal reflection within the video, covering:



1. Role and Contribution:

- Explain your specific role in the project and how your contributions impacted the final product.

2. Key Insights:

- Share what you learned about the mental health challenges faced by international students due to the cost-of-living crisis, referencing either the project or your personal experience.

Please take note for BUSA6430 and BUS3430:

Reflection Video Presentation (Individual):

- **Postgraduate Students:** In addition to reflecting on your contributions and insights, please discuss how your prior academic or professional experience influenced your approach to addressing the challenges presented in this project from an AI perspective.
- **Undergraduate Students:** In your reflection, focus on what you learned from the project. Specifically, discuss how this experience helped you develop new skills, or a deeper understanding of the mental health challenges faced by international students and how AI can assist them.

TIPS & FAQs

- No detailed instruction for font type, size, line space or format. As an experienced postgraduate student and professional, you are expected to deliver a professional piece of work that is clear, neat and well organised. Don't forget to include page numbers. Figures and tables (if used) should be always numbered and captioned, and you should refer to them at least once in the body of your writing. Using justified text is visually appealing.
- Clarity of language, layout and general presentation is an assessable aspect of the assignment.
- **This is a group assignment (except the reflection component)**
- Late submissions are allowed but will attract a late penalty, as per Unit Guide.
- Reference the case study in the Reference section. If other referenced



materials are used, correct referencing style, in-text citations and reference list are expected. (APA 7)

- For BUSA6430/3430 we expect approximately **2500 words** for the assessment in total. (Excluding your personal video and references) (excluding references)

NB. We accept +/- 10% threshold of word count.

Reference style: **APA7**

- **Report Submission:** Only one group member to submit the report, make sure on the main page of the report each members details are entered (Full Name and STUDENTID)
- **Reflection Video Submission:** There is a separate video submission link. Upload a Word document containing the link to your presentation.

USE OF RESOURCES AND TECHNOLOGIES INCLUDING GENERATIVE ARTIFICIAL INTELLIGENCE

For this assessment, students are permitted to use GAITs that can assist in mental health.

Students are **not** permitted to use GAITs:

- to generate definitions or writing used in their submission.
- to produce any aspect of video script and learning goals.
- to complete the report.

Any of these actions will constitute a breach of academic integrity and be reported as plagiarism. Students may continue to use spelling/grammar checkers, e.g., Microsoft spellcheck. **NB.** Grammarly has been updated and now has AI incorporated so be weary of using this as an excuse for High Similarity

Acknowledgement Statement by students:

I acknowledge that I have not used GAITs (e.g., ChatGPT) in drafting and proofreading this assignment.

LATE SUBMISSION

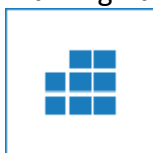


A maximum penalty of five percentage points of the total possible marks will be applied per day to late submissions, for up to a maximum of seven calendar days. Tasks that have not been submitted within the maximum number of additional late days will receive a mark of zero, unless otherwise specified 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 assessment 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.

NB. For a special consideration to be warranted with a group assessment, you will need to all have a Special Consideration. Otherwise, the student who is unable to complete the assessment, will need to submit their variation of the assessment.

Marking Rubric available in Turnitin, look for like this symbol for where it is located.



Pro Tip: Right mouse click and open in a new tab to see it clearly.

-----The end of the report-----