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

Assessment Task	AI Industry Case Study
Due date	Sun of Week 7 (**Sun 8th Sept @ 11.55pm**)
Weight (%)	30%
Task description	Individual assignment
Submission Method	Through TurnItIn on iLearn
Feedback mechanism(s)	Rubric (individual feedback) and Group feedback in class
Feedback available (anticipated date)	2 weeks from the submission date
Links to Unit Learning Outcomes	ULO1, ULO2, ULO3, ULO4, ULO5

INTEGRITY MATTERS

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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

The World Economic Forum's Future of Jobs 2023 report has identified analytical thinking and AI & big data among the top 5 in-demand skills by 2027.

In this assignment, you will develop and demonstrate your analytical thinking skills in the context of an AI industry case study.

You will also explore a possibility of your own analytical skills being replaced by GAI in a real-life scenario. To prevent this from happening in the future, you will explore the ways to augment your skill with GAI.

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The content of this assignment:

This assignment will focus on the industry case "John Holland – a construction company using AI" provided in the Appendix of this document.

This case focuses on AI and reducing manual tasks in the workforce.

Skills in focus for this assessment

Communication, Analytical thinking, Reflection, Work readiness

ASSESSMENT INSTRUCTIONS

Your Tasks:

Your assignment consists of the following four tasks:

Task 1:
Use the framework of Business Model Canvas (BMC) to analyse John Hollands use of AI, focusing on the AI applications described in the case study. Consider all components of BMC, not just those where AI application(s) are found.

Task 2:
   a) John Holland's Copilot initiative involves generative AI to enhance productivity. How would you classify the Copilot tool in terms of AI risk? Justify your classification by using a suitable AI risk framework discussed in this unit.

   b) Based on the case study, does John Holland employ "human-in-the-loop" in its AI applications like Copilot? Explain your reasoning by using specific example(s).

   c) Does John Holland's AI application (Copilot) use big data? Explain your reasoning.

   d) Which framework discussed in this unit could be used to position/map human aspects of John Holland's Copilot tool, particularly regarding employees' acceptance and adaptation to AI technologies?

Task 3:
Repeat Task 1, but this time use a GAI tool of your choice (e.g. ChatGPT, Gemini) to apply the BMC framework to the case. Experiment with different prompts to complete an-depth analysis of all components of BMC. Then cut & paste (screenshot) your 'conversation' with GAI (including all final prompts and their outcomes) into your assignment under Task 3.

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Task 4:

Consider the quality of your case analysis compared to GAI's. Is your analysis superior to GAI's, and if so, how? Evaluate the effectiveness of your prompts in reflecting your analytical skills. If tasks like case analysis are conducted in a workplace, could a GAI tool potentially outperform or replace you? How might you prevent this? Support your reasoning with evidence from Task 3 if possible.

TIPS & FAQs (OPTIONAL)

- 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 an individual assignment.**
- 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.
- For BUSA3430 we expect approximately **1800 words** for the assessment in total.
- (excluding references)
- For BUSA6430 we expect approximately **2400 words** for the assessment in total. (excluding references)

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

USE OF RESOURCES AND TECHNOLOGIES INCLUDING GENERATIVE ARTIFICIAL INTELLIGENCE

For this assessment, students are permitted to use GAITs:
    In Task 3 to analyse the given case study.

Students are not permitted to use GAITs:
    - to generate definitions or writing used in their submission.
    - to produce any aspect of self-reflections and learning goals.
    - to complete Tasks 1, 2 and 4.

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 and Grammarly.

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Acknowledgement Statement by students:

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

Marking Rubric available in Turnitin, look for like this symbol for where it is located. NB. Link will be available from the end of week 3.

Appendix:

https://news.microsoft.com/en-au/features/copiloting-construction-john-holland-embraces-generative-ai-to-enhance-the-productivity-of-its-workforce/

-The end of the case-

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