USBS Consulting Report: Task & Instructions

Client: Walt Disney Company: Disney Experiences

Task:

Oceania Disneyland

USBS Consulting has been approached by Disney Experiences, part of the Walt Disney Company. They are wanting to establish the first Disneyland in the South Pacific, to be called 'Oceania Disneyland' as part of their 10-year plan of doubling their spending on Parks, Experiences and Products to US$60 billion. In recent years, they have investigated several locations in Australia and New Zealand but have yet to decide on a specific location.

The Director of USBS Consulting has had several discussions with the Chair of Disney Experiences, Josh D'Amaro, who has highlighted South-East Queensland as a significant area of interest, particularly the area between Brisbane and the Gold Coast. However, D'Amaro has raised concerns with 'inexperienced' consultants conducting the initial preliminary scoping, highlighting that generative AI could potentially do 'just as good of a job'. Considering this, your director would like you to create a special report to hopefully gain Disney's business to commission the full project for Oceania Disneyland.

Specifically, the report will be 1,800 words (excluding references) and broken down into two parts:

1. In Part 1 (1,000 – 1,200 words), you will review the area of interest – Southeast Queensland, focusing on Brisbane & Gold Coast. In your review, you will need to conduct a Porter's Five Forces Analysis but ONLY examining the following three forces in your discussion:
   - Competitive Rivalry,
   - Buyer Power, &
   - Supplier Power.

   In the analysis and discussion, ensure you consider the advantages of the location for establishing Oceania Disneyland, while also considering the limitations compared to other parts of Australia. You should also reflect on the benefits and challenges in using such a framework for this analysis. Keep in mind that we are wanting to demonstrate superior skills in this preliminary scoping analysis, using strong research and academic sources to support your claims and demonstrate paramount knowledge. Additionally:

   - You should also have a stance on if this is the right location or not for Oceania Disneyland.
   - Ensure you consider the UN SDGs and that your analysis considers if it fits in with Disney's need to be UN SDG compliant as per their Sustainability Reports.

   This analysis must be solely written by yourself (no use of generative AI), based on your own research and analysis using key skills developed from Week 1-5 in BUSS1000 (suggested word count: 1200-1400 words)

2. Part 2 (600-800 words) focuses on presenting an argument that your earlier Part 1 is a superior report to what Chat GPT, a type of gen AI can produce. You need to conduct a critical appraisal of a Chat GPT produced extract that answers Part 1 of the task. Ensure you're not simply comparing your work with the extract, but also consider the wider perspective of the advantages and limitations of Chat GPT and its use in the business world. The aim of this section is to demonstrate to the client that consulting services done by junior staff are more valuable and comprehensive than when done by gen AI, specifically Chat GPT.

IMPORTANT:

- ***Do not insert the Chat GPT extract into your assignment,***
- ***Different tutorials will have different extracts,***
- ***Extracts will be released Friday 15th March at 5pm.***

In your Consulting Report for the client, it is crucial that you integrate recent and relevant research (including academic) and draw on key BUSS1000 theories/concepts with evidence about the client and its industry. This is then used to form an overall argument and position to meet our client's requirements. **Integration** refers to having a strong connection between your theory, research, and evidence to help justify your analysis and argument.

Note: no drafts will be reviewed by either your tutor or Unit Coordinator.

Referencing & Research

Referencing and research are critical with **a requirement** of:

- **2 peer-reviewed articles from the 2022 ABDC list** (under 10 years of age/ published since 2014) needed to be cited; **AND**
- **the two journal articles to be supplied by USBS** (these will be posted at the same time as the Chat GPT extracts on the Assignment section of Canvas).

Students are expected to additionally use further resources from a range of sources including journal articles; companies, government, and industry reports; news articles/reports and websites.

All items must be cited correctly and presented in the R**eference List appropriately using APA 7th ed.** Marks will be lost for incorrect referencing or poor research. Therefore, ensure you refer to the library's guide on referencing: https://www.library.sydney.edu.au/support/referencing/apa-7th.

Professional writing & building an argument

Being a business report, **third person tense must be used** (for example you should say: ***This report recommends….*** NOT: *I recommend*). Ensure you check the correct tense is used throughout the entire report while also checking for inconsistencies and repetitive points.

Furthermore, it is critical that the report is not simply **descriptive** listing evidence and information with little analysis or critical thinking. Our client is expecting a detailed and well-written business report, not an essay. Simply repeating information, you have found tells our client that you can repeat – not that you understand or are able to conduct an analysis.

Ensure you refer to the Learning Hub resources on how to effectively build a strong argument and integrate critical thinking:
https://www.sydney.edu.au/students/writing/types-of-academic-writing.html.

CRITICAL REQUIREMENTS:

WORDCOUNT & FORMATTING

- The wordcount requirement is **1,800 words**. You may go 10% over and 10% under.
- The Reference list is EXCLUDED from the word count, but in-text citations and everything else (e.g. tables, graphs) are included. Students using images to avoid the wordcount penalty will be investigated for Academic misconduct.
- Make sure to minimise quotes, instead you should paraphrase then cite (reference) the original source. Quotes should be saved for definitions.
- Every page must have a page number and header/footer. Ensure you do not have your name in the report but rather use your SID.
- Only file submission type permitted is .docx or .doc
- Ensure you save your file with your SID under the following format: BUSS1000 S1 2024 Consulting Report_SID123456.

REFERENCING

- Must use APA 7th ed. Style,
- The reference list must be in alphabetical order,
- Only use page numbers in in-text citations when it is a direct quote,
- A minimum two peer reviewed journal articles from the 2022 ABDC list (under 10 years old) AND the two journal articles provided by USBS must be used in the Consulting Report. This is a minimum, meaning students should use more than this, and
- Research is key to have a strong analysis and a persuasive argument.

Proposed structure of Consulting Report

You may want to start your report with a small introduction, keeping in mind who the report is for (your client), what the purpose is of the report, and the scope of the report (what it is limited to). You should have a section for each Force as a minimum. But it is up to you and how you construct the rest of the Part 1 discussion into sections/subsections.

Then, you should have a separate section for your critical analysis of the Chat GPT generated work (Part 2), which you may like to break down into subsections in relation to specific strengths and weaknesses in comparison to your own work. Ensure you have a final section that clearly is reiterating the persuasive argument that human generated work is more valuable, well supported by your research.

USBS Consulting trusts their employees to determine how large/small each section is and if they feel they need to break down the sections further with subsections. You can also choose what you believe to be the best title for each section/subsection. Ensure you number each section/sub section i.e. 1.0, 1.1, 1.2.

Other Considerations

- After you finish writing your Consulting Report, review the marking guide – this is how you will be marked. Make sure you meet all the requirements especially in the criteria column you want to achieve e.g., HD or D.
- **TURNITIN**: All Consulting Reports will automatically go through Turnitin. You will **not** receive a report about your matching rate. You can submit as many times as you like prior to the deadline BUT after the deadline, the late penalty will apply. There is NO specific matching rate that you need to be below as academic dishonesty is determined by reviewing more than the matching rate number.
- Assignments submitted late will attract a 5% penalty per day so ensure you do not leave it until the last minute.
- Don't write your Report then research. This will show in the disconnection between your discussion and theory. Research BEFORE you start writing.
- Do not leave getting help to the last minute.
- Do **not underestimate** how long it takes to complete an ACCURATE reference list. If you're new to referencing and you have 10 sources to place in the list, it can easily take you two hours to do the list correctly (sometimes longer). The good news is in future assignments you will become quicker and quicker with referencing as you are becoming an expert in this area.
- If you have questions – ask your tutor or post them on Ed.

Good luck!