Assessment Brief: BIS1001 Foundations of Information Systems

Trimester 2, 2022

Assessment Overview

Assessment Task	Type	Weighting	Due	Length	ULO
Assessment 1: Report Write a report to discuss the application software, payment methods and other information systems components required for a specific business that provides online services.	Individual	30%	Week 5	1750 words	ULO-1 ULO-2 ULO-3
Assessment 2: Reflective Journal Three weeks activities and exercises assess students' ability to understand theoretical materials. The student, has to submit the reflection journal at the end of the workshop session.	Individual Invigilated	15%	Week 4, 6, 9	900 words	ULO-1 ULO-2 ULO-3 ULO-4 ULO-5
Assessment 3: Quiz Online quiz to identify key content areas to identify further support needs	Individual Invigilated	25%	Week 3, 7, 10	30 mins (Equiv. 1500 words)	ULO-1 ULO-2 ULO-3 ULO-4 ULO-5
Assessment 4: Case Study Assessment of accumulated understanding of Information Systems their context and their composition	Group	30%	Week 12	3000 words	ULO-3 ULO-4 ULO-5

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Assessment 1: Report

Due date:	Week 5
Group/individual:	Individual
Word count / Time provided:	1750
Weighting:	30%
Unit Learning Outcomes:	ULO-1, ULO-2, ULO-3

Assessment Details:

Business idea using information systems

Many industry firms rely on good information systems to manage daily activities and some rely on information systems to compete in both domestic and global markets. Fims who do not implement information systems are finding it challenging and or impossible to run a business both domestically and internationally. Indeed information systems help firms to compete and without it they cannot survive in this challenging business environment. As such, firms need to implement good information systems to help with business operations, using sophisticated information systems in real time communication with employees, stakeholders, business partners, customers, and sourcing products from all over the world while meeting a growing need of customers worldwide.

You are considering establishing a new venture business that you believe there is a niche product, niche market and an opportuntity to run online business, improve sales and profits by marketing products/services to many customers worldwide, and due to customers worldwide have grown significantly over the years. You see this is a very good opportunity and motivation to launch a new product/service that is uniquely different to competitors within the same industry.

You are to establish a brand new business and website that has not been previousy established. In this task you are required to select one industry from the following table list, select both product and service together into one business idea. Your main target market is domestic or foreign market. You need to choose the product/service that you are interested to run business and able to operate the business with the help of information systems that would reach your target market worldwide and attract as many customers as possible. You are not limited to domestic market.

You are required to select one industry from the following:

Manufacturing	Clothing
Retail	Food service
Transportation	Education and training
Airline	Entertainment
Trade	Health/Pharmaceutical
Financial and insurance services	Automobile
Agriculture	Real estate
Hospitality & tourism	Personal services

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Please conduct *research* **in** the following:

a. Select a business and industry that you are interested to venture in domestic or global market. Provide two paragraphs about your new e-commerce business idea, including product/service to be launched, industry background information and any other relevant information. You *must not exceed two paragraphs.*

b. Explain the reasons you want to venture a brand new business- domestic market or global market using a website to reach your target market. You may consider new market opportunity, market size, demographic profiles of worldwide customers, competition, niche market, cost savings with outsouring strategy, less taxes, minimal government intervention or regulations within the industry, minimal government or industry restrictions on selling or advertising, lower cost of running global online business, and any relevant information that you believe you make the right decision to choose online business rather a physical premise. You may also consider a joint venture partnership to help with running the business, if you select this option you also need to provide explanation based on this option.

c. Consider the current issues impacting your online business. You may consider current global logistics issues, labour shoratges, supply constraints, demand constraints, war, the impact of COVID on business/labour, uncertainty with customer demand of products/services, government restrictions, and any other relevant information impacting your business. Discuss the challenges of these issues.

d. A proposed budget between $200,000 - $5,000,000 for your new business, you must not exceed this budget and consider all costs involved in running online business. You need to be realistic with the budget as this is a new venture. Justify your budget requirements including expenses and any relevant information related to taxes, low cost of sourcing products, third party charges and so on.

e. Discuss about your selection of information system requirements to run online business and create a website. You may consider special software that are commonly used by businesses such as allowing customers to make online booking, customer chat software, customer order app, social media software, software for customers to design a product menu, click & collect app, software that is used by business operators, and any other software that you believe are suitable to your business. You need to search for suitable software requirements for your new business.

f. Design a brand new website that is suitable to your business needs, attract many customers and enhance sales traffic. The website needs to be unique in the eyes of customers. You need to be creative with designing the website, include real images of products/services as much as as possible. The website needs to be cusotmised to suit your business needs. Briefly discuss why the website is unique and how would it enhance sales traffic.

Please register at wix.com and create a free online business. You are required to submit the report together with the link of your online business. Please publish the link. The report submission is **due Monday of week 5.**

In addition, you are required to submit the report using the following format and link to your business website.

Assignment Format

Submission: Only through Canvas

Length: 1750 words max (+ or – 10%)

Font size: 12pt (min) Times Roman

Line spacing: 1.5 or double line spacing

Cover sheet: APIC standard coversheet

Referencing: Use Harvard referencing format

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Report Rubric

Marking Criteria	Not satisfactory (049%) of the criterion mark	Satisfactory (50-64%) of the criterion mark	Good (65-74%) of the criterion mark	Very Good (75-84%) of the criterion mark	Excellent (85-100%) of the criterion mark
Background information- about selected business, industry that you are interested to venture in domestic or global market. Provide two paragraphs about new e commerce business idea, including product/service to be launched, industry background information and any other relevant information. You must not exceed two paragraphs (10%)	Poor introduction with irrelevant details	Introduction is presented briefly and is missing the report outline	Introduction is generally presented along with the report outline	Introduction is professionally written, and the report outline is also discussed	Introduction is very professionally written, and the report outline is also discussed
Explain the reasons you want to venture a brand new business- domestic market or global market using a website to reach your target market. You may consider new market opportunity, market size, demographic profiles of worldwide customers, competition, niche market, cost savings with outsouring strategy, less taxes, minimal government intervention or regulations within the industry, minimal government or industry restrictions on selling or advertising, lower cost of running global online business, and any	Poor explanation on the reasons you want to venture a brand new business- domestic market or global market using a website to reach your target market and so on	Brief discussion on the reasons you want to venture a brand new business- domestic market or global market using a website to reach your target market and so on	Good discussion on the reasons you want to venture a brand new business- domestic market or global market using a website to reach your target market and so on	Well discussion on the reasons you want to venture a brand new business- domestic market or global market using a website to reach your target market and so on	Excellent discussion on the reasons you want to venture a brand new business- domestic market or global market using a website to reach your target market and so on

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relevant information that you believe you make the right decision to choose online business rather a physical premise. You may also consider a joint venture partnership to help with running the business, if you select this option you also need to provide explanation based on this option (20%)					
Consider the current issues impacting your online business. You may consider current global logistics issues, labour shoratges, supply constraints, demand constraints, war, the impact of COVID on business/ labour, uncertainty with customer demand of products/services, government restrictions, and any other relevant information impacting your business. Discuss the challenges of these issues (15%)	Does not clearly state an argument or point of view or else little or no supporting reasoning or evidence is presented	States an argument or point of view but does not present the evidence or reasons in a logically adequate way	States an argument or point of view but expected to be organized more logically. Analysis of the problem situation is so far reasonable	Presents an argument using evidence and /or logical reasoning in support of a point of view with satisfactory level of critical analysis skills	Develops a clearly articulated argument, using evidence and/or systematic logical reasoning with high level of critical analysis skills
A proposed budget between $200,000 - $5,000,000 to run an online business, you must not exceed this budget and consider all costs incurred in running online business. You need to be realistic with the budget as this is a new venture. Justify your budget requirements including expenses and any relevant information related to taxes, low	Does not clearly state an argument or point of view or else little or no supporting reasoning or evidence is presented	States an argument or point of view but does not present the evidence or reasons in a logically acceptable way	States an argument or point of view but expected to be organized more logically. Analysis of the problem situation is so far reasonable	Presents an argument using evidence and /or logical reasoning supporting a point of view with a satisfactory level of critical analysis skills	Develops a clearly articulated argument using evidence and/or systematic, logical reasoning with a high level of critical analysis skills

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cost of sourcing products, third party charges and so on (10%)					
Discuss about your selection of information systems requirements to run online business and create a website. You may consider special software that are commonly used by businesses such as allowing customers to make online booking, customer chat software, customer order app, social media software, click & collect app, software only used by businesses, and any other software that you believe are suitable to your business. You need to search for suitable software requirements for your new business (20%)	Does not clearly state an argument or point of view or else little or no supporting reasoning or evidence is presented	States an argument or point of view but does not present the evidence or reasons in a logically acceptable way on discussion about your selection of information systems requirements to run online business and create a website	States an argument or point of view but expected to be organized more logically. Analysis of the problem situation is so far reasonable on discussion about your selection of information systems requirements to run online business and create a website.	Presents an argument using evidence and/or logical reasoning supporting a point of view with a satisfactory level of critical analysis skills on discussion about your selection of information systems requirements to run online business and create a website	Develops a clearly articulated argument using evidence and/or systematic, logical reasoning with a high level of critical analysis skills on discussion about your selection of information systems requirements to run online business and create a website
Design a brand new website that is suitable to your business needs, attract many customers and enhance sales traffic. The website needs to be unique in the eyes of customers. Briefly discuss why the website is unique and would enhance sales traffic (15%)	Does not represent a problem with poor website appearance	Brief discussion of represent problem with poor website appearance	Good represent a problem with a good website appearance	Well represent a problem with well website appearance	Excellent represent a problem with excellent website appearance
Writing Quality & Adherence to Format Guidelines (10%)	Report shows a below average/poor writing style lacking in elements of appropriate standard English and following proper Harvard guidelines. Frequent errors in	Report shows below average and/or casual writing style using standard English and following Harvard guidelines. Some errors	Report shows an average and/or casual writing style using standard English and following Harvard guidelines. Some errors in spelling, grammar,	Report shows above average writing style and clarity in writing using standard English and following Harvard guidelines. Minor errors	Report is well written and clear using Harvard guidelines and standard English characterized by strong writing style. It is free from grammar, punctuation,

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	spelling, grammar, punctuation, spelling, usage, and/or formatting	in spelling, grammar, punctuation, usage, and/or formatting	punctuation, usage, and/or formatting	in grammar, punctuation, spelling, usage, and/or formatting	spelling, usage, or formatting errors

Marking Information: The report will be marked out of 100 and will be weighted 30% of the total unit mark

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Assessment 2: Reflective Journal

Due date:	Week 4, 6, 9
Group/individual:	Individual
Word count / Time provided:	1000 words
Weighting:	15%
Unit Learning Outcomes:	ULO-1, ULO-2, ULO-3, ULO-4, ULO-5

Assessment Details:

Students are required to work on in-class activities per two week and submit by the end of the workshop session. Activities and exercises assess students' ability to understand theoretical concepts and materials. For successful completion of reflection journal, you are required to study the material provided (lecture slides, tutorials, and reading materials), engage in the unit's activities, and in the discussion forums. The prescribed textbook is the main reference along with the recommended reading material. By completing this assessment successfully, you will be able to identify key aspects of information systems. Thus, the student is required to submit the reflection journal at the end of the workshop session.

Marking Information: The Reflective Journal will be marked out of 100 and weighted 15% of the total unit mark.

Assessment 3: Quiz

Due date:	Week 3, 7, 10
Group/individual:	Individual
Word count / Time provided:	15 minutes
Weighting:	25%
Unit Learning Outcomes:	ULO-1, ULO-2, ULO-3, ULO-4, ULO-5

Assessment Details:

This online quiz will assess your knowledge of key content areas and identify further support needs. To successfully complete the quiz, you must study the material provided (lecture slides, tutorials, and reading materials) and engage in the unit's activities and discussion forums. The prescribed textbook is the primary reference, along with the recommended reading material. By completing this assessment successfully, you will be able to identify key aspects of information systems.

The quiz will be completed during the workshop session.

Marking Information: The quiz will be marked out of 100 and will be weighted 25% of the total unit mark.

Assessment 4: Case Study

Due date:	Week 12
Group/individual:	Group
Word count / Time provided:	3000 Words

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Weighting:	30%
Unit Learning Outcomes:	ULO3, ULO4, ULO5

Assessment Details:

The case study will assess your knowledge of key content areas in information systems. For successful completion of the case study, you are required to study the material provided (lecture slides, tutorials, and reading materials), engage in the unit's activities and the discussion forums). The prescribed textbook is the primary reference, along with the recommended reading material. By completing this assessment successfully, you will be able to identify key aspects of information systems. This will help in achieving ULO3, ULO4, and ULO5.

Case Study

Sony's Response to North Korea's Cyberattack

On November 24, 2014, employees of Sony Pictures Entertainment booted up their computers to find an image of a skull along with a message from a group calling itself the Guardians of Peace. The message read: "We've already warned you and this is just the beginning. We've obtained all your internal data including your secrets and top secrets [which will be released] if you don't obey us." As Sony would eventually discover, the hackers had stolen reams of sensitive data, including the Social Security numbers of 47,000 current and former employees, system passwords, salary lists, contracts, and even copies of some Sony employees' passports. The hackers accessed hundreds of Outlook mailboxes as well as Sony IT audit documents. They also stole media files and placed pirated copies of five of Sony's movies on illegal file-sharing servers.

Sony was forced to completely shut down its information systems in an attempt to stem the data breach. Ultimately, Sony would determine that the damage done by the hackers was far more extensive than it first believed. Not only had data been stolen, but 75 percent of the company's servers had been destroyed and several internal data centers had been wiped clean. Contacted within hours of the event, the FBI soon identified the culprit. In June, several months before the hack, North Korea's Ministry of Foreign Affairs had declared that it would take "a decisive and merciless countermeasure" if the U.S. government did not prevent the planned release of Sony's motion picture. The Interview, which features two reporters who venture to North Korea to interview and assassinate the country's dictator, Kim Jong-un. In the film, the main character, initially won over by the dictator's apparent kindness, discovers that the tyrant is lying about the country's prosperity and freedoms. The plot, along with the movie's unflattering portrayal of the dictator as ruthless and childish, had caught the attention of the North Korean government.

The U.S. government disclosed that it had proof that the North Koreans had made good on their threat. The U.S. National Security Agency (NSA) had reportedly penetrated the North Korean cyberwarfare unit four years prior to the attack and had been monitoring its capabilities since then. After Sony alerted the FBI of the attack, the NSA was able to trace the attack back to North Korea, using a digital fingerprint the hackers had left in the malware. Several weeks after the attack, FBI Director James Comey, revealed in a speech that the Sony hackers had been sloppy. "We could see that the IP [Internet protocol] addresses that were being used to post and to send the emails were

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coming from IPs that were exclusively used by the North Koreans." The hackers warned Sony not to release The Interview, and then on December 16, the group issued a message threatening large terrorist attacks on theaters that showed the film. The National Organization of Theatre Owners contacted the Department of Homeland Security for information and advice.

The FBI and NSA released a bulletin explaining that they had no credible information about a plan to attack theaters, but they could neither confirm nor deny whether the hackers had the ability to launch such an attack. Shortly after the bulletin was released, the four largest U.S. theater chains withdrew their requests to show the movie—Carmike Cinemas first, followed by Regal Entertainment, AMC Entertainment, and Cinemark. Within hours, Sony announced that it had canceled the film's release. White House officials, Hollywood personalities, and the media were aghast. Comedian Jimmy Kimmel tweeted that the decision by the major theater chains to refuse to screen The Interview was "an un-American act of cowardice that validates terrorist actions and sets a terrifying precedent."

On December 19, President Obama addressed the issue publicly: "Sony is a corporation. It suffered significant damage. There were threats against its employees. I'm sympathetic to the concerns that they faced. Having said all that, yes, I think they made a mistake." Obama explained, "We cannot have a society in which some dictator in some place can start imposing censorship in the United States." The president's remarks highlighted the seriousness of the incident to the American public, many of whom came to view the incident as an attack on the freedom of expression. In response to Obama's comments, Sony officials released a statement later the same day: "Let us be clear—the only decision that we have made with respect to release of the film was not to release it on Christmas Day in theaters, after the theater owners declined to show it.... After that decision, we immediately began actively surveying alternatives to enable us to release the movie on a different platform. It is still our hope that anyone who wants to see this movie will get the opportunity to do so." In fact, on Christmas Day, the planned release day in the theater, The Interview became available through videoon-demand outlets such as Amazon.com, and within less than a month, the movie had brought in over $40 million in revenue. Approximately 6 million viewers had rented or purchased the movie in this way. Several hundred movie theaters that opted to screen the movie generated another $6 million. Over the next two months, Sony also released the movie on Netflix, on DVD and Blu-Ray, and in theaters in other countries.

Meanwhile, Sony has worked to recover from the damage done to the company itself by the hack. Sony Pictures' parent company, which is based in Japan, asked regulators there for an extension to file its third-quarter financial results. It also fired executive Amy Pascal whose leaked emails contained derogatory remarks about Hollywood producers and the U.S. president's movie preferences. The company also provided one year of free credit protection services to current and former employees. In February 2015, President Obama held the first-ever White House summit on cybersecurity issues in Silicon Valley. The summit was billed as an attempt to deal with the increasing vulnerability of U.S. companies to cyberattacks— including those backed by foreign governments. However, the chief executives of Microsoft, Google, Facebook, and Yahoo all refused to attend the summit. Those companies have long advocated for the government to stop its practice of collecting and using private data to track terrorist and criminal activities and have worked to find better ways to encrypt the data of their customers. However, U.S. security agencies have continually pressured the IT giants to keep the data as unencrypted as possible to facilitate the government's law enforcement work. Ultimately, both the government and private businesses will need to find a

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way to work together to meet two contradictory needs—the country's need to make itself less vulnerable to cyberattacks while at the same time protecting itself from potential real-world violence.

SOURCES: Barrett, Devlin and Danny Yadron, "Sony, U.S. Agencies Fumbled After Cyberattack," Wall Street Journal, February 22, 2015, www.wsj.com/articles/sony-u-s-agencies-fumbled-after-cyberattack -1424641424; Mitchell, Andrea, "Sony Hack: N. Korean Intel Gleaned by NSA during Incursion," NBC News, January 18, 2015, www.nbcnews. com/storyline/sony-hack/sony-hack-n-korean-intel-gleaned-nsa-during -incursion-n288761; Schatz, Amy, "Obama Acknowledges Strains with SiliconValley," SFGate, February 14, 2015, http://blog.sfgate.com/tech chron/2015/02/14/obama-acknowledges-strains-with-silicon-valley/; Dwyer, Devin and Mary Bruce, "Sony Hacking: President Obama Says Company Made ?Mistake' in Canceling 'The Interview,'" ABC News, December 19, 2014, http://abcnews.go.com/Politics/obama-sony-made -mistake-canceling-film-release/story?id=27720800; Pallotta

Exercises:

You are required to *conduct relevant research* and address the following questions:

1. Summarise the issues and the case study objectives.

2. Discuss do you think that Sony's response to the attack was appropriate? Why or why not?

3. What might Sony and the U.S. government done differently to discourage future such attacks on other U.S. organizations?

4. Are there measures that organizations and the U.S. government can take together to prevent both real-world terrorist violence and cyberattacks?.

5. Conduct research about the recent cyberattacks on the Australian government and businesses. Discuss what were the reasons/motives behind these attacks? What steps did the government take in response to these attacks? Do you think the decision taken was appropriate?, why or why not? How can organisations and government prevent future attacks coming from domestic and overseas?. Please consider strong measures.

Assignment Format

Submission:	Only through Canvas
Length:	3000 words max (+ or – 10%)
Font size:	12pt (min) Times Roman
Line spacing:	1.5 or double line spacing
Cover sheet:	APIC standard coversheet
Referencing:	Use Harvard referencing only

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Marking Criteria	Not satisfactory (049%) of the criterion mark)	Satisfactory (50-64%) of the criterion mark	Good (65-74%) of the criterion mark	Very Good (7584%) of the criterion mark	Excellent (85-100%) of the criterion mark
Summarise the issues and the case study objectives (10%)	Lack detail or are not logical.	Background is presented briefly and is missing the objectives	Background is generally presented along with the objectives	Background is professionally written, and the report objectives is also discussed	Background is very professionally written, and the report objectives is also discussed
Discuss do you think that Sony's response to the attack was appropriate? Why or why not? (15%)	Lack detail or are not logical discussion that Sony's response to the attack was appropriate	Brief discussion of Sony's response to the attack was appropriate	Good discussion of Sony's response to the attack was appropriate	Well discussion of Sony's response to the attack was appropriate	Excellent discussion of Sony's response to the attack was appropriate
What might Sony and the U.S. government done differently to discourage future such attacks on other U.S. organizations? (15%)	Lack detail or are not logical about what might Sony and the U.S. government done differently to discourage future such attacks on other U.S. organizations?	Brief discussion about what might Sony and the U.S. government done differently to discourage future such attacks on other U.S. organizations?	Good discussion about what might Sony and the U.S. government done differently to discourage future such attacks on other U.S. organizations?	Well discussion about what might Sony and the U.S. government done differently to discourage future such attacks on other U.S. organizations?	Excellent discussion about what might Sony and the U.S. government done differently to discourage future such attacks on other U.S. organizations?
Are there measures that organizations and the U.S. government can take together to prevent both real-world terrorist violence and cyberattacks? (20%)	Poorly discussion on measures that organizations and the U.S. government can take together to prevent both real-world terrorist violence and cyberattacks?	Brief discussion on measures that organizations and the U.S. government can take together to prevent both real-world terrorist violence and cyberattacks?	Good discussion on measures that organizations and the U.S. government can take together to prevent both real-world terrorist violence and cyberattacks?	Well discussion on measures that organizations and the U.S. government can take together to prevent both real-world terrorist violence and cyberattacks?	Excellent discussion on measures that organizations and the U.S. government can take together to prevent both real-world terrorist violence and cyberattacks?

Conduct research about the recent cyberattacks on the Australian government and businesses. Discuss what were the reasons/motives behind these attacks? What steps did the government take in response to these attacks? Do you think the decision taken was appropriate?, why or why not? How can organisations and government prevent future attacks coming from domestic and overseas?. Please consider strong measures. **(30%)**	Poorly discussion on research about the recent cyberattack issue on the Australian government and businesses. What were the reasons/motives behind these attacks? What steps did the government take in response to this attack?. Do you think the decision taken was appropriate?, why or why not? How can organisations and government prevent future attacks coming from domestic and overseas?.	Brief discussion on research about the recent cyber attack issue on the Australian government and businesses. What were the reasons/motives behind these attacks? What steps did the government take in response to this attack?. Do you think the decision taken was appropriate?, why or why not? How can organisations and government prevent future attacks coming from domestic and overseas?. Please consider strong measures.	Good discussion on research about the recent cyber attack issue on the Australian government and businesses. What were the reasons/motives behind these attacks? What steps did the government take in response to this attack?. Do you think the decision taken was appropriate?, why or why not? How can organisations and government prevent future attacks coming from domestic and overseas?. Please consider strong measures.	Well discussion on research about the recent cyber attack issue on the Australian government and businesses. What were the reasons/motives behind these attacks? What steps did the government take in response to this attack?. Do you think the decision taken was appropriate?, why or why not? How can organisations and government prevent future attacks coming from domestic and overseas?. Please consider strong measures.	Excellent discussion on research about the recent cyber attack issue on the Australian government and businesses. What were the reasons/motives behind these attacks? What steps did the government take in response to this attack?. Do you think the decision taken was appropriate?, why or why not? How can organisations and government prevent future attacks coming from domestic and overseas?. Please consider strong measures.
References using Harvard style **(10%)**	Lacks consistency with many errors	Unclear referencing/style	Generally good referencing/style	Clear referencing/ style	Clear styles with excellent source of references

Marking Information: The case study will be marked out of 100 and will be weighted 30% of the total unit mark

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