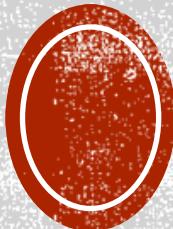# ASSIGNMENT 1 HINTS

MIS715 Responsible Artificial Intelligence

CONTENT

Individual Assignment (Business Report)
- Section 1: Introduction
- Section 2:
  - Benefits of using Generative AI technologies in Best Buy to enhance customer experience.
  - General characteristics and operational dynamics of electronic retailer businesses and customer service units within electronics retailers specifically.
- Section 3: Social and Ethical Issues, and Challenges
- Section 4: Recommendations

Note: Maximum number of 2000 words for the whole report (excluding a cover page and reference list)

ASSIGNMENT: PLAN OF ATTACK

1. Read assignment brief and rubric guides several times.

2. Consider the case study context, that is an electronics retailer and a specific customer service unit within the electronics retailer, as well as a retailer in general.

3. Need to understand who would be interested in the report (see the assignment guide)

   - Identify the primary audience for your report

4. Need to gain an understanding of what Generative AI is and what it can do.

   - Research and familiarize yourself with genAI, including how it works and various areas where it can be applied effectively.

5. Specify the type of Generative AI used (text-to-text, text-to-image, audio, video, code, etc.). Clearly mention the particular type of genAI involved in your analysis or application and provide examples if applicable. If the specific genAI is not found on the Best Buy site, please make an appropriate assumption.

6. Read through the content of topics (1- 6).

SECTION 1: INTRODUCTION

- Introduction of the business report topic:
  - provide some background information;
  - give a general description of the problem, situation or opportunity that the report addresses

- Purpose and scope:
  - state what the report aims to achieve, what problem it is trying to solve, or what opportunity it seeks to explore.
  - explain what the report covers and what it doesn't.
  - include what areas are being examined and what information is included in the report

- Context: provide any relevant history, industry trends, or recent events that have led to the need for the report

- Outline the structure: Overview of the structure of the report e.g., how it is organised, what sections it includes, and what information is covered in each section

4

SECTION 2: BENEFITS OF USING GENERATIVE AI IN THE BEST BUY

- Give some background information about genAI and the type of genAI that you analyse in this report

- Give a brief overview of general characteristics and operations of an electronics retailer and a specific customer service unit within it.

- List and explain the potential benefits that the genAI tool could bring to a retailer and its customer service unit. Try to align these benefits with Best Buy's background/context such as their missions, goals, businesses, etc.)

- Use examples and evidences from difference sources (e.g., research articles, reports, news) to support your arguments.

- Following resources/links (but not limited to) might be helpful:
  - What is ChatGPT, DALL-E, and generative AI? | McKinsey
  - How generative AI & ChatGPT will change business | McKinsey
  - 25 Use Cases for Generative AI In Customer Service - CX Today
  - GenAI in Customer Service: Use Cases, ROI and Best Practices
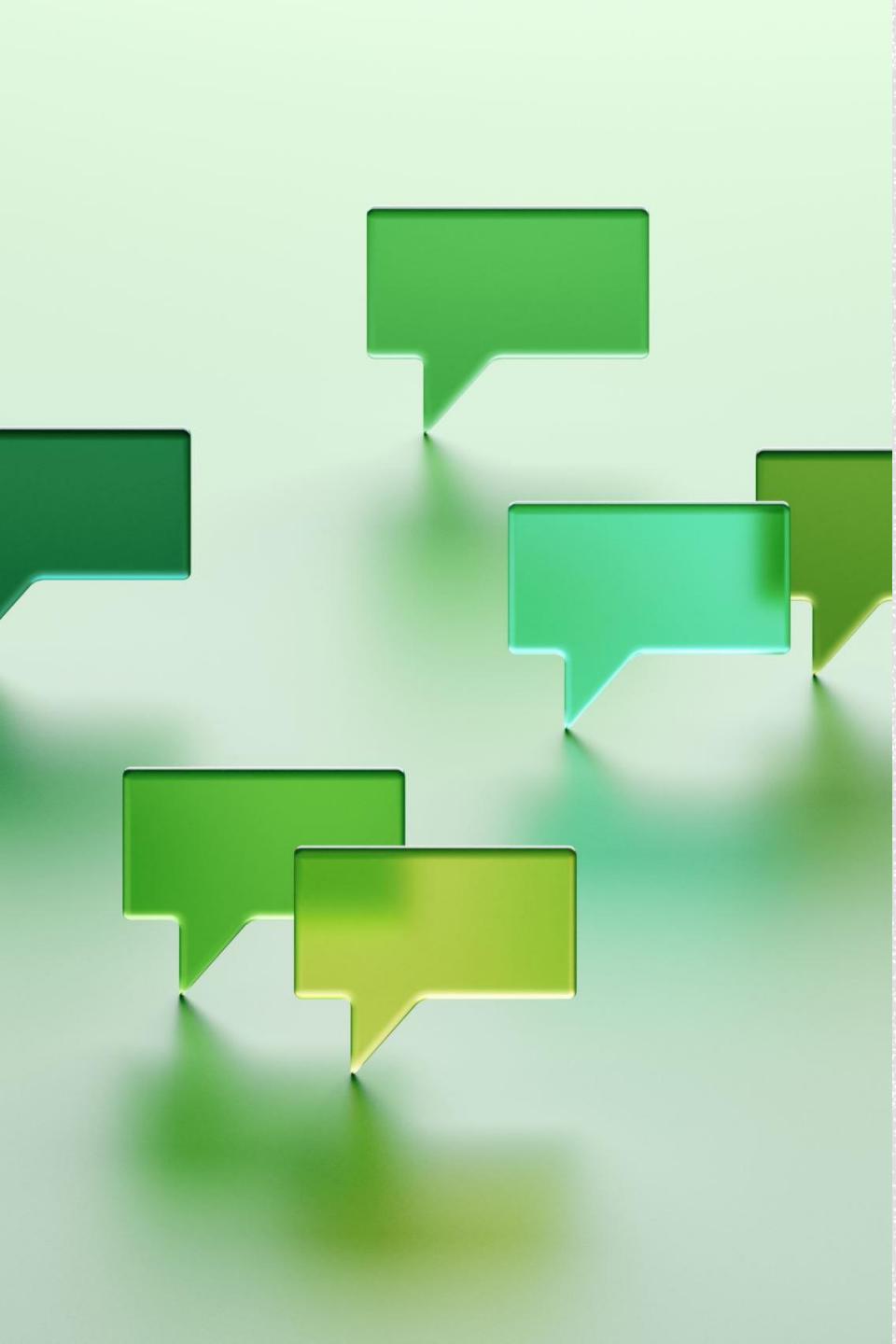
SECTION 3:SOCIAL AND ETHICAL ISSUES AND CHALLENGES

- List and discuss possible social and ethical issues and challenges of using the GenAI (that you identify/analyse) in an electronics retailer and its customer service unit. Try to align these issues with the missions, goals, business, etc of the company or the business unit that you want to focus on specifically.

- Use examples and evidence from difference sources (e.g., research articles, reports, news) to support your arguments.

- Following resources/links (but not limited to) might be helpful:
  - Ethical considerations of AI in retail | Talkdesk
  - 6 unique ethical challenges for generative AI in 2025 - SAS Voices
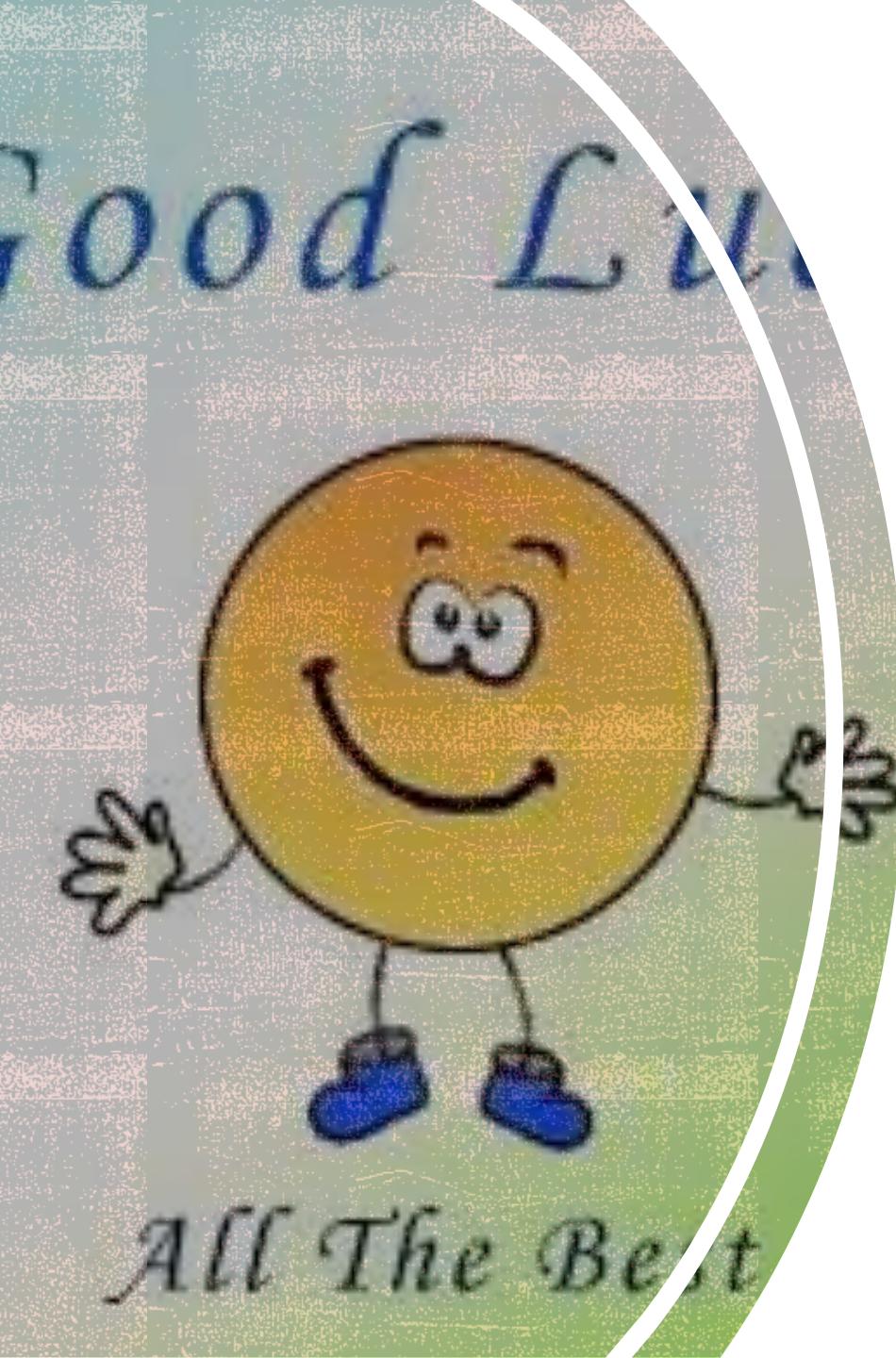
SECTION 4: RECOMMENDATIONS

Making Recommendations

- State your recommendations to address the issues and challenges that you discussed above.
- The recommendations should align well with the objectives/purposes of the report and the analysis/arguments that you mentioned in sections 1, 2 and 3.
- Make evidence-based recommendations
- Acknowledge limitations of the report (if any)

MARKING CRITERIA

1. Evaluating the social and ethical issues raised by AI technologies and identifying the benefits of the responsible use of AI. ULO1 and GLO1, GLO8. **15 marks.**

2. Recommendations for adopting AI responsibly. ULO3 and GLO1, GLO4. **15 marks.**

3. Communication and Presentation. ULO4, GLO2. **10 marks.**

For the details, please see the rubric.

Q&A

- DUE DATE: Friday **25 April, 2025 by 8:00pm** (Melbourne time)

- PERCENTAGE OF FINAL GRADE: **40%**

- WORD COUNT: **Maximum number of 2000 words** (excluding cover page and references list).