



MIS715 – Responsible Artificial Intelligence – Trimester 1 2025

Assessment Task 1 – Business Report – Individual

DUE DATE:	Friday, 25 April, by 8:00pm (Melbourne time)
PERCENTAGE OF FINAL GRADE:	40%
WORD COUNT:	Maximum number of 2000 words (excluding a cover page and reference list)

Description

Purpose

This task provides you with opportunities to learn the knowledge (GLO1, GLO8 & ULO1) and skills (GLO2, GLO4 & ULO3). By completing this task, you will develop skills in researching, understanding, applying, and presenting information required by business professionals.

In this individual assignment, you will evaluate the societal and ethical issues associated with the use of Generative AI for customer self-service support. You will execute a critical analysis of the proposed AI project and apply societal, ethical and governance perspectives to develop a set of recommendations for organisations to deploy AI technology responsibly.

Context/Scenario

The emergence of Large Language Models (LLMs) and Generative AI (genAI) technologies has been met with both excitement and caution across various sectors, notably in customer service. While these technologies hold the promise of transforming customer service, enabling real time support, and providing customers with in-the-moment, relevant and human-focused recommendations, their adoption faces hurdles. Bias and discrimination, potential job displacement, the spread of misinformation and hallucination, privacy breaches, lack of transparency and misuse are significant obstacles. In customer service, specifically, the reliability, bias, and tendency for overgeneralization of these technologies have also been points of contention, hindering their broad application.

Task Overview:

Best Buy (<https://www.bestbuy.com/?intl=nosplash>), a leading U.S. electronics retailer, specializes in consumer technology, home appliances, and digital services. Renowned for expert support and seamless shopping, the company offers flexible financing, repair services, and exclusive member perks. To enhance customer service, Best Buy has integrated genAI into its operations (<https://blog.google/products/google-cloud/google-generative-ai-best-buy/>). In this assignment, you will assume the role of a business **professional**, or **IT consultant** tasked with evaluating the value and potential risks of using genAI in improving customer service and overall customer experience. You will conduct a thorough analysis of genAI's applications within the retail environment, identifying **opportunities, challenges, and ethical considerations**. Your findings and recommendations will be compiled into a comprehensive business report for Best Buy's CEO, providing strategic guidance on the responsible and effective use of generative AI.

Specific Requirements

You will write an individual business report comprising the following:

A cover page with assignment title ('Assessment 1 – Business Report'), unit code and name, your full name and student ID, and the word count. This cover page is not included in the word count.

A maximum of 2000 words for the report on the topic above for the specified audience. You are encouraged to use examples, graphics, diagrams, illustrations, to support arguments in the report.

The report should include:

- a short introduction about the report.
- a section discussing the benefits of using genAI in the retailer and customer service if used responsibly. Specifically, in this section, provide a brief overview of the general characteristics and operational dynamics of the businesses. Discuss how the company operates, the typical challenges they face. This general background will help contextualize the potential impacts and advantages of genAI in a retailer and customer service setting.
- a section discussing the social and ethical issues and challenges (including intended and unintended consequences/risks) the company will have to face and must address when deploying Generative AI.
- a section of recommendations made for the CEO and the company's executive board members to address the challenges identified, ensuring the responsible adoption of genAI technologies.
- cited sources and a reference list using APA7 Referencing Style. The reference list doesn't count towards the total word limit.

Additional Guidelines:

- Ensure your report is clearly structured and well-organised, with distinct sections for each of the requirements.
- Where applicable, use credible and recent sources to back your analyses and recommendations.
- Pay attention to the presentation of your report, utilising visuals where they can effectively complement your text.
- The use of clear, concise, and formal language is encouraged to convey your findings and suggestions effectively.

Learning Outcomes

This task allows you to demonstrate your achievement towards the Unit Learning Outcomes (ULOs) which have been aligned to the [Deakin Graduate Learning Outcomes](#) (GLOs). Deakin GLOs describe the knowledge and capabilities graduates acquire and can demonstrate on completion of their course. This assessment task is an important tool in determining your achievement of the ULOs. If you do not demonstrate achievement of the ULOs you will not be successful in this unit. You are advised to familiarise yourself with these ULOs and GLOs as they will inform you on what you are expected to demonstrate for successful completion of this unit.

The learning outcomes that are aligned to this assessment task are:

Unit Learning Outcomes (ULOs)	Graduate Learning Outcomes (GLOs)
ULO1 Evaluate the social and ethical issues raised by AI technologies.	GLO1: Discipline-specific knowledge and capabilities GLO8: Global citizenship

ULO3	Critically examine, analyse, and apply ethical and governance perspectives to design, develop and deploy AI technologies responsibly.	GLO1: Discipline-specific knowledge and capabilities GLO4: Critical thinking
ULO4	Convincingly argue, orally and in writing to communicate perspectives to non-technical professionals, business decision-makers, and the community at large.	GLO2: Communication

Submission

You must submit your assignment in the Assignment Dropbox in the unit CloudDeakin site on or before the due date. When uploading your assignment, name your document using the following syntax: <your surname_your first name_your Deakin student ID number_[unitcode].doc (or '.docx'). For example, 'Jones_Barry_123456789_ABC123.doc'.

Submitting a hard copy of this assignment is not required. You must keep a backup copy of every assignment you submit until the marked assignment has been returned to you. In the unlikely event that one of your assignments is misplaced you will need to submit your backup copy.

Any work you submit may be checked by electronic or other means for the purposes of detecting collusion and/or plagiarism and for authenticating work.

When you submit an assignment through your CloudDeakin unit site, you will receive an email to your Deakin email address confirming that it has been submitted. You should check that you can see your assignment in the Submissions view of the Assignment Dropbox folder after upload and check for, and keep, the email receipt for the submission.

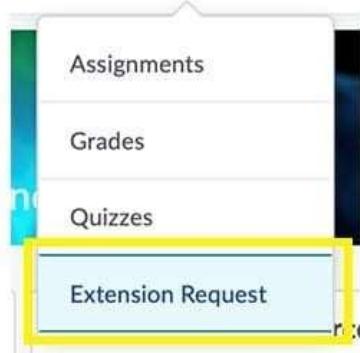
Marking and feedback

The marking rubric indicates the assessment criteria for this task. It is available in the CloudDeakin unit site in the Assessment folder, under Assessment Resources. Criteria act as a boundary around the task and help specify what assessors are looking for in your submission. The criteria are drawn from the ULOs and align with the GLOs. You should familiarise yourself with the assessment criteria before completing and submitting this task.

Students who submit their work by the due date will receive their marks and feedback on CloudDeakin 15 working days after the submission date.

Extensions

Extensions can only be granted for exceptional and/or unavoidable circumstances outside of your control. Requests for extensions must be made by 12 noon on the submission date using the online Extension Request form under the Assessment tab on the unit CloudDeakin site. All requests for extensions should be supported by appropriate evidence (e.g., a medical certificate in the case of ill health).



Applications for extensions after 12 noon on the submission date require University level [special consideration](#) and these applications must be submitted via StudentConnect in your DeakinSync site.

Late submission penalties

If you submit an assessment task after the due date without an approved extension or special consideration, 5% will be deducted from the available marks for each day after the due date up to seven days*. Work submitted more than seven days after the due date will not be marked and will receive 0% for the task. The Unit Chair may refuse to accept a late submission where it is unreasonable or impracticable to assess the task after the due date. *'Day' means calendar day for electronic submissions and working day for paper submissions.

An example of how the calculation of the late penalty based on an assignment being due on a Thursday at 8:00pm is as follows:

- 1 day late: submitted after Thursday 11:59pm and before Friday 11:59pm – 5% penalty.
- 2 days late: submitted after Friday 11:59pm and before Saturday 11:59pm – 10% penalty.
- 3 days late: submitted after Saturday 11:59pm and before Sunday 11:59pm – 15% penalty.
- 4 days late: submitted after Sunday 11:59pm and before Monday 11:59pm – 20% penalty.
- 5 days late: submitted after Monday 11:59pm and before Tuesday 11:59pm – 25% penalty.
- 6 days late: submitted after Tuesday 11:59pm and before Wednesday 11:59pm – 30% penalty.
- 7 days late: submitted after Wednesday 11:59pm and before Thursday 11:59pm – 35% penalty.

The Dropbox closes the Thursday after 11:59pm AEST/AEDT time.

Support

The Division of Student Life provides a range of [Study Support](#) resources and services, available throughout the academic year, including **Writing Mentor** and **Maths Mentor** online drop ins and the SmartThinking 24 hour writing feedback service at [this link](#). If you would prefer some more in depth and tailored support, [make an appointment online with a Language and Learning Adviser](#).

Referencing and Academic Integrity

Deakin takes academic integrity very seriously. It is important that you (and if a group task, your group) complete your own work in every assessment task. Any material used in this assignment that is not your

original work must be acknowledged as such and appropriately referenced. You can find information about referencing (and avoiding breaching academic integrity) and other study support resources at the following website: <http://www.deakin.edu.au/students/study-support>

Your rights and responsibilities as a student

As a student you have both rights and responsibilities. Please refer to the document ***Your rights and responsibilities as a student*** in the Unit Guide & Information section in the Content area in the CloudDeakin unit site.