Coursework commentary 2017–2018

CO3318 Information systems management

Coursework assignment 1

This coursework assignment consisted of two questions. The questions were not in any way related to each other. Students were therefore expected to provide two independent answers to these questions.

Overall, the standard of the coursework assignment was satisfactory. There are some general comments to be made and then some specific comments on each question.

General remarks

Students are reminded to pay attention to the presentation of their work. It is a good idea to provide a cover sheet on the front of your report.

Make sure to pay attention to the word or page limit of the coursework assignment.

Many students did not provide citations within the text as to where the information was being sourced from. Simply provided a list of references at the end of the report is insufficient. Students should ensure that they make use of appropriate referencing methods in answering their assignment.

It is seldom necessary to include photographs within the coursework assignment for this module. Students should not include images that do little to demonstrate their understanding of the subject matter and have simply been added for cosmetic purposes.

Comments on specific questions

Question 1

Good answers to this question referred to the subject guide, which sets out how an information systems strategy should be formulated, and went on to apply this theoretical framework to either an imaginary or a real world business. Students did well on this question when they explained both the theory and the application. In many cases students only described either the theory or interviews that they had conducted in order to investigate a particular business's information systems strategy. In order to obtain high marks it was necessary to do both and to support assertions with reference to the literature which could be found in the subject guide or recommended readings.

Question 2

This was an interesting and topical question requiring a discussion on the impact of Artificial Intelligence. Good answers provided a definition of Artificial Intelligence at the outset of the report, and in some instances students provided a brief description of the history of this technology. They then went on to provide a balanced discussion on the topic pointing out that there are both positive and negative impacts which result from the advances in A.I. When students only considered the positive impact of the technology

they did less well on this assignment. The major drawback in answering this question was that students did not provide in-text references to demonstrate where they were sourcing their ideas from.