

## INFS5700 Individual Assignment

### The Impact of Data Analytics on Different Industries

<b>Type</b>	Written Report	<b>Weighting</b>	15%
<b>Due</b>	4:00pm Friday, 24 June (week 4)	<b>Length</b>	A maximum of 1200 words
<b>Description</b>	Write a report to critically evaluate how analytics has impacted/transformed business practices in different industries.		
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• CLO1: Critically evaluate the role of data in supporting management decision-making and gaining competitive advantage.</li> <li>• CLO4: Investigate the challenges, critical factors and organisational impacts associated with being business analytically capable.</li> <li>• CLO5: Analyse the ethical impact of big data and analytics on responsible business practices.</li> <li>• CLO6: Research the emerging and global trends of business analytics tools and practices in industry.</li> </ul>		
<b>Assessment Instructions</b>	<p><b>1. Instructions:</b></p> <ul style="list-style-type: none"> <li>• To complete this task, choose <b>ONE</b> industry from the following list: <ul style="list-style-type: none"> <li>➢ Entertainment and Media</li> <li>➢ Healthcare</li> <li>➢ Hospitality</li> <li>➢ Banking and Finance</li> <li>➢ Retail</li> <li>➢ Manufacturing</li> </ul> </li> <li>• Undertake research to discuss how data analytics is disrupting and reshaping the industry of your choice. Your discussion should include (but not limited to): <ul style="list-style-type: none"> <li>➢ the role of data (e.g., traditional data, new types of data generated from IoT, wearables or other forms of ubiquitous computing, etc.).</li> <li>➢ the application of different technologies (e.g., machine learning, AI, Blockchain, etc.) in influencing the impact of data analytics.</li> <li>➢ future opportunities, challenges, and ethics associated with using data analytics in your chosen industry.</li> </ul> </li> </ul>		

	<p><b>2. Presentation style/format:</b> The assignment needs to be typed, in the following format: Font size 12 point, spacing 1.5, left and right margins set at 2.54 cm. The pages need to be numerated. It should be written using correct spelling, grammar and punctuation (see APPENDIX 1 for suggested structure). Harvard referencing is required. Please apply the following file naming conversion for your submission file:  <b>INFS5700_W16B_z1234567_Jacky Mo</b></p> <p><b>3. Supporting resources:</b> Topics covered and activities performed in the Week 1 may help in completing the assessment.</p> <p>For guidance and support on writing a report, go to:</p> <ul style="list-style-type: none"> <li>• The UNSW Business School student site document write a report. (<a href="https://www.business.unsw.edu.au/Students-Site/Documents/Writingareport.pdf">https://www.business.unsw.edu.au/Students-Site/Documents/Writingareport.pdf</a>)</li> <li>• The UNSW Sydney Learning Centre page for report writing support. (<a href="https://student.unsw.edu.au/writing">https://student.unsw.edu.au/writing</a>)</li> <li>• Smarthinking – accessible via (<a href="https://student.unsw.edu.au/smarthinking">https://student.unsw.edu.au/smarthinking</a>) (Smarthinking is UNSW's officially sanctioned online writing support platform made available to you in this course. You can access Smarthinking to receive comprehensive feedback on the quality of your writing (e.g. clarity of ideas, organisation, grammar) from a Smarthinking tutor).</li> </ul>
<b>Submission guidelines</b>	<p>This assessment will be submitted through Turnitin under the <i>Assessments</i> tab on Moodle page.</p>
<b>Assessment criteria</b>	<p><b>Inquiry (30 marks):</b> Inquiry is a systematic process of exploring issues, objects or works through the collection and analysis of evidence that results in informed conclusions or judgments. Inquiry includes appropriate topic selection that demonstrates a good understanding of the existing knowledge and views on the topic.</p> <p><b>Analysis and Conclusions/Limitations (50 marks):</b> Analysis is the process of breaking complex topics or issues into parts to gain a better understanding of them, which should lead to logical conclusions. Your conclusions should provide a synthesis of key findings drawn from research/evidence with a critique of the process or evidence on how results apply to a larger context in the real world.</p>

	<p>Written Communication (20 marks): Written communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, mixing texts, data, and images.</p> <p>See APPENDIX 2 for Marking Rubrics.</p>
<b>Feedback</b>	Feedback will be provided by Friday, 15 July (Week 7) with comments on the assessment criteria.

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## APPENDIX 1

### Suggested structure

Please note that you do not have to completely stick to this structure, but the flow should be along similar lines. After the deadline, all penalties will apply as per the syllabus and UNSW guidelines. The report should be submitted through Turnitin in Moodle.

- ***The School of ISTM Assignment Cover Sheet as the first page***
- 1. **Executive summary** (optional and this will be counted towards the word limit).
- 2. **Industry background** (i.e., traditional business model (e.g., how products and/or services are provided to customers) in the chosen industry before being disrupted by data analytics)
- 3. **The impact of data analytics** (e.g., how the availability of big data and development of technologies have impacted on various aspects of business operation in the chosen industry).
- 4. **Conclusion** (i.e. future opportunities, challenges, and ethics associated with using data analytics in your chosen industry)

#### References

You must reference all non-original work, e.g. if you take an idea from an academic journal article, book, industry magazine, website, you must reference it. Do not reference lecture notes/powerpoints, you must go to the original source, i.e. book, article, magazine, website.

## APPENDIX 2

### Marking Rubric: Individual Assignment

STANDARDS					
Assessment Criteria	High Distinction (HD) 85–100 marks	Distinction (DN) 75–84 marks	Credit (CR) 65–74 marks	Pass (PS) 50–64 marks	Fail (FL) >50 marks
<b>Criterion 1</b>  <b>Inquiry</b> <b>30 marks</b>	Synthesizes in-depth information from relevant sources representing various points of view/approaches, on a creative, focused, and manageable topic.	Presents in-depth information from relevant sources representing various points of view/approaches, on a focused and manageable topic.	Presents information from relevant sources representing limited points of view/approaches on a narrowly-focused topic.	Presents information from irrelevant sources representing limited points of view/approaches, on a topic that is wide-ranging and too general.	Presents information without sources on a topic that is unrelated to the task.
<b>Criterion 2</b>  <b>Analysis and Conclusions</b> <b>50 marks</b>	Organizes and synthesizes evidence to reveal insightful patterns, differences, or similarities related to focus, stating a conclusion that is a logical extrapolation from the inquiry findings, whilst insightful discussing relevant and supported limitations and implications.	Organizes evidence to reveal important patterns, differences, or similarities related to focus, stating a conclusion focused solely and responding to the inquiry findings whilst discussing relevant and supported limitations and implications.	Whilst the organised evidence may not be effective in revealing important patterns, differences, or similarities, it states a general conclusion that is applicable beyond the scope of the inquiry findings, and presents relevant and supported limitations and implications.	Lists evidence, but it is not organized and/or is unrelated to focus, stating an ambiguous, illogical, or unsupportable conclusion from inquiry findings whilst presenting limitations and implications which are possibly irrelevant and unsupported.	There is no or unrelated evidence, not stating any conclusion from inquiry findings, whilst not presenting limitations and implications.
<b>Criterion 3</b>  <b>Written Communication</b> <b>20 marks</b>	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work, using graceful language to skillfully communicate meaning to readers with clarity and fluency, and is virtually error-free.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work, using straightforward language, with few errors, that generally conveys meaning to readers.	Uses appropriate and relevant content to develop and explore ideas through most of the work, using language that generally conveys meaning to readers with clarity, although writing may include some errors.	Uses appropriate and relevant content to develop simple ideas in some parts of the work, using language that sometimes impedes meaning because of errors in usage.	Uses inappropriate and irrelevant content to develop ideas in parts of the work, using language that constantly impedes meaning because of errors in usage.