

## BUSA6430/3430 Business Applications of AI, Session 2, 2025

<b>Assessment Task</b>	AI Team Project
<b>Due date</b>	Sun of Week 13 ( <b>Sun 9<sup>th</sup> Nov @ 11.55pm</b> )
<b>Weight (%)</b>	45%
<b>Task description</b>	Group assessment (30%) with Individual Reflection (15 %)
<b>Submission Method</b>	One group submission only – via Turnitin on iLearn
<b>Feedback mechanism(s)</b>	Rubric – feedback available post results period release in December 2025
<b>Feedback available (anticipated date)</b>	Post results release period.
<b>Links to Unit Learning Outcomes</b>	ULO1, ULO2, ULO3, ULO4, ULO5

### INTEGRITY MATTERS



*Integrity matters – at home, in your workplace and here at university. As a highly valued member of the Macquarie University Community, you carry great responsibility to uphold the good name of our institution. Our reputation is your reputation and will stay with you for life when your degree opens amazing opportunities for you.*

*If you are ever unsure whether your actions fall within the guidelines of Academic Integrity, please don't hesitate to reach out. Contact the Academic Literacies Unit or your Tutor/Unit Convenor.*

## ASSESSMENT DESCRIPTION

### **Professional purpose: The ‘Why’ of this assignment**

AI technologies are rapidly being adopted to support sustainability and environmental goals. Businesses now face the challenge of integrating ethical AI systems that improve efficiency while advancing social and environmental responsibility.

This project invites you to design a responsible AI-driven business concept that tackles a sustainability issue—such as climate action, waste reduction, ethical consumption, or energy optimisation—aligned with the UN Sustainable Development Goals (SDGs).

### **The content of this assignment:**

Some resources to start you on your journey are:

UN Environment Programme – AI for Sustainability –

<https://aiforgood.itu.int/about-us/un-ai-actions>

AI for the Planet Alliance – <https://www.aifortheplanet.org/content/ai-for-the-planet-alliance>

CSIRO – Artificial Intelligence for Energy Efficiency and Climate Solutions –

<https://www.csiro.au/>

World Economic Forum: How AI Can Drive Climate Action –

<https://www.weforum.org/stories/2025/01/artificial-intelligence-climate-transition-drive-growth>

Nature Journal (2024): Using AI to Track and Reduce Carbon Emissions –

<https://www.nature.com/>

### ***Skills in focus for this assessment***

This assessment develops key graduate capabilities and professional skills:

- Communication and teamwork
- Analytical and critical thinking
- Reflection and ethical reasoning
- Work readiness and employability

- Awareness of sustainable innovation practices

### ASSESSMENT INSTRUCTIONS

Component	Description	Weight
Group Report	<p>Written team report (~2,000 words ±10%) proposing an AI-driven sustainability business. (For BUSA6430)</p> <p>OR</p> <p>Written team report (~1,600 words ±10%) proposing an AI-driven sustainability business. (For BUSA3430)</p>	30%
Individual Video Reflection	Each member records a 3–4-minute video (≈400–600 word equivalent) reflecting on their contribution, learning, and ethical insights.	15%
Total	One integrated submission (file includes report + links to videos).	45%

### Your Tasks:

#### Requirements:

1. **\*\*Group Report (30%) \*\* – Collaboratively develop a responsible AI-driven business addressing a sustainability issue. Include:**
  - Business Concept – Problem, solution, and alignment with

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sustainability goals.

- Use of AI Tools – At least three GAITs integrated into the business concept.
- Business Model – Revenue generation and ethical AI strategy.
- Implementation Plan – Timeline, risks, and mitigation.
- Evaluation – Success metrics and improvement plan.

**2. \*\*Individual Video Reflection (15%) – Record a 3–4-minute video (~400–600-word equivalent) reflecting on:**

- Your contribution and learning experience.
- How responsible AI can advance sustainability goals.
- Insights on collaboration, ethics, and innovation.

### **Submission Model and Accessibility Warning**

- One group member uploads a single file (.docx or .pdf) to Turnitin.
- The file must include cover page, Group Report, and 'Individual Video Reflections' section.
- All video links must be publicly accessible. If inaccessible, the reflection will be treated as a non-submission.

### **Marking Process (Policy Compliance)**

- Group Report (30%) receives a shared mark for all members.
- Individual Video Reflection (15%) marked separately per student.
- Tutors record both marks and enter combined score out of 45%.
- This ensures compliance with the MQBS three-assessment model.

### **FAQ – Common Student Questions**

**\*\*What if a group member doesn't contribute? \*\***

Raise issues early with your tutor. Non-contributors may receive penalties.

**\*\*What if my video link doesn't open? \*\***

You are responsible for accessibility. Test links before submission.

**\*\*Can I use ChatGPT or AI tools? \*\***

Yes, for ideation or background research only. Generating content is misconduct.

**\*\*What if my group can't finish on time? \*\***

Extensions only through Special Consideration.

**\*\*What if Turnitin flags similarity? \*\***

Review paraphrasing and citation. Use APA 7th referencing.

**\*\*What if I did not comply and be in a group when groups were created in week 7 and 8 and even missed the week 10 last chance? \*\***

You gambled and will need to complete the entire assessment alone.

**\*\*Why is there a word length difference between BUSA3430 and BUSA6430? \*\***

The distinction reflects the different study levels and depth of analysis expected in undergraduate versus postgraduate coursework.

Postgraduate students (BUSA6430) are expected to demonstrate greater critical insight, research depth, and theoretical application, while undergraduate students (BUSA3430) focus more on practical understanding and foundational analysis.

The adjusted word count ensures each cohort is assessed appropriately for their academic level and learning outcomes.

## TIPS & FAQs

- No detailed instruction for font type, size, line space or format. As an experienced undergraduate / postgraduate student and professional, you are expected to deliver a professional piece of work that is clear, neat and well organised. Don't forget to include page numbers. Figures and tables (if used) should be always numbered and captioned,

and you should refer to them at least once in the body of your writing. Using justified text is visually appealing.

- Clarity of language, layout and general presentation is an assessable aspect of the assignment.
- **This is a group assignment.**
- Late submissions are allowed but will attract a late penalty, as per Unit Guide.
- Reference the case study in the Reference section. If other referenced materials are used, correct referencing style, in-text citations and reference list are expected. (APA 7)
- For BUSA3430 we expect approximately **2100 words** for the assessment in total.
- (excluding references)
- For BUSA6430 we expect approximately **2500 words** for the assessment in total.

(excluding references)

NB. We accept +/- 10% threshold of word count.

Reference style: **APA7**

## USE OF RESOURCES AND TECHNOLOGIES INCLUDING GENERATIVE ARTIFICIAL INTELLIGENCE

For this assessment, students are permitted to use GAITs that can assist in AI-driven sustainability.

Students are **not** permitted to use GAITs:

- to generate definitions or writing used in their submission.
- to produce any aspect of video script and learning goals.
- to complete the report.

Any of these actions will constitute a breach of academic integrity and be reported as plagiarism. Students may continue to use spelling/grammar checkers, e.g., Microsoft spellcheck. **NB.** Grammarly has been updated and now has AI incorporated so be weary of using this as an excuse for High Similarity.

### Acknowledgement Statement by students:

I acknowledge that I have not used GAITs (e.g., ChatGPT) in drafting and proofreading this assignment.

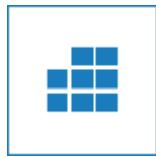
### LATE SUBMISSION

*A maximum penalty of five percentage points of the total possible marks will be applied per day to late submissions, for up to a maximum of seven calendar days. Tasks that have not been submitted within the maximum number of additional late days will receive a mark of zero, unless otherwise specified in the late penalties section of the Unit Guide. Late submission for a task will only be permitted when specified in the unit guide. This provision does not apply to online exams or other assessment with a time-limit of less than 24 hours.*

*Where an application for Special Consideration is approved and the outcome is an extension to the due date of a task, submissions that are received after the new due date will be subject to late penalties that are calculated from the new due date. This only applies where the outcome is an extension to the due date – see the Special Consideration Policy for a schedule of all possible outcomes.*

**NB.** For a special consideration to be warranted with a group assessment, you will need to all have a Special Consideration. Otherwise, the student who is unable to complete the assessment, will need to submit their variation of the assessment.

Marking Rubric is available in Turnitin for group report, look for like this symbol



for where it is located. **NB.** Link will be available from the end of week

Rubric for the individual reflective component is below:

#### Marking Rubric – Individual Video Reflection (15%)

Criteria	HD (13–15)	D (11–12)	C (9–10)	P (7–8)	F (<7)

Depth of Reflection & Insight	Insightful and self-aware reflection.	Strong insight with clarity.	Adequate reflection.	Descriptive only.	Minimal reflection.
Connection to Learning & Ethics	Excellent linkage between AI, sustainability, and ethics.	Clear linkage.	Basic understanding.	Weak connection.	No link to ethics.
Clarity & Professionalism	Highly engaging and authentic.	Clear and confident.	Understandable delivery.	Some clarity issues.	Unclear or inaccessible video.

### Group Report rubric on Turnitin:

BUS6430-3440 Group Report									
CRITERIA	SCALES								
	HD	10.00	D	8.00	Cr	6.50	P	5.50	F
<b>Criteria 1</b> Business Idea & Use of GAI's	10%	Exceptional, highly innovative, and unique business idea that demonstrates a deep understanding of mental health challenges. GAI's are seamlessly integrated into both the business model and mental health support, providing cutting-edge solutions.	Innovative, well-defined business idea; comprehensive and creative use of GAI's to address specific mental health challenges of international postgraduate students. Demonstrates strong alignment between GAI's and business operations.	Clear business idea; solid use of GAI's to address mental health needs. Some creativity in applying the tools but could be more innovative.	Basic business idea with some use of GAI's, but lacks clear focus on mental health challenges or depth in tool integration.	Vague or poorly defined business idea; minimal or inappropriate use of GAI's with little or no connection to mental health challenges.			
<b>Criteria 2</b> Target Audience & Needs	5%	Thoroughly researched and highly specific understanding of the target audience's mental health challenges, with innovative, tailored solutions.	Deep understanding of international postgraduate students' mental health challenges, with well-researched, targeted solutions.	Good understanding of the target audience's needs; some insights into mental health challenges with appropriate solutions.	Basic understanding of audience needs; limited insight into mental health challenges or generic solutions.	Poor understanding of the target audience and their mental health needs; solutions not clearly tailored.			
<b>Criteria 3</b> Implementation Plan	5%	Detailed, highly feasible plan with clear, achievable milestones and innovative solutions to anticipated challenges. Shows advanced foresight in mitigating risks.	Comprehensive and practical launch strategy; well-considered milestones, and thoughtful identification of challenges with effective solutions.	Clear and feasible launch plan; most key milestones and challenges outlined, though some solutions may lack depth.	Basic implementation plan with minimal detail; some milestones or challenges are missing or poorly addressed.	Lacks a coherent plan; milestones are missing or unrealistic, with little to no consideration of challenges or solutions.			
<b>Criteria 4</b> Marketing Strategy & Revenue Model	5%	Exceptionally creative and strategic marketing approach that is closely aligned with the target audience. The revenue model is diverse, scalable, and sustainable.	Creative and practical marketing strategy, with a clear and diversified revenue model tailored to the target audience.	Sound marketing strategy with a viable revenue model, but some areas could be expanded or better aligned with the audience.	Basic marketing strategy with a limited or generic revenue model; lacks creativity or strong connection to the target audience.	Poor or non-existent marketing strategy; unclear or impractical revenue model.			
<b>Criteria 5</b> Evaluation & Feedback Mechanism	5%	Robust, well-designed success metrics and a highly effective, dynamic feedback loop that drives continuous improvement.	Clear, measurable success metrics and a well-designed feedback system to continuously improve the business and services.	Good set of metrics with a reasonable feedback mechanism, some areas for improvement.	Basic metrics and feedback mechanism but lacks depth or clarity in evaluation approach.	Inadequate or unclear metrics and feedback system; no clear plan for evaluation or improvement.			

-----The end of the case-----

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