ngee ann
school of infocomm technology

Infocomm Sales and Marketing
Year 2 (2024), Semester 3

SCHOOL OF INFOCOMM TECHNOLOGY
Diploma in Cybersecurity & Digital Forensics
Diploma in Financial Informatics
Diploma in Information Technology

ASSIGNMENT I
Individual

Weightage:	**30%**
Individual/Team/Both:	**Individual**
Required	Section A: Report (25%)
	Section B: Presentation (5%)
Deadline:	**Report and Video Recording of Presentation**
	Submission of slides to POLITEMall will be by **End of Week 8, 9th Jun Sunday, 2359 hrs.**

Penalty for late submission:
10 marks per day (including Saturday, Sunday and public holiday)
No report will be accepted **after 19th June 2024, 2359hrs.**

Plagiarism:
Students are reminded that plagiarism will be dealt with severely.

There are a total of 5 pages (including this page) in this handout.

Infocomm Sales and Marketing Strategies

Section A: Report (85 marks)

In recent years, the emergence of Artificial Intelligence (AI) has witnessed significant potential to disrupt industries and transform enterprises, has seen several businesses of several firms have been affected significantly, mostly enabling them to achieve better, targeted results in a time efficient manner. This has also resulted in the need of several organisations to constantly relook and adjust their business strategies to adapt to the market needs as well as tap on AI to develop their businesses further.

In this assignment, imagine you are a business consultant hired to conduct an analysis of the company's specific product and to provide your recommendations to the management. Indicate your choice of company to your tutor before proceeding with the assignment. Product choice must be unique to each student. The categories which reolve around **AI-centric product sectors**, are indicated below:

A. *AI Enhanced Healthcare Solutions* with AI becoming imperative to support the increasing healthcare needs in terms of improving the delivery of treatments to consumers*. Suggestions of companies include Babylon Health, Kodomo Health, Philips Healthcare.

B. *Autonomous Vehicles* that heavily rely on AI for navigation and decision-making:
E.g. Tesla, Zoox, AutoX etc.

C. *Smart Home Devices* that use AI for voice recognition to perform tasks such as setting reminders, controlling smart home devices and answering questions:
E.g. Amazon Echo, Google Home.

D. *Gaming and entertainment with AI integrated into video games* for non-player character behavior, procedural content generation, adaptive difficulty levels and player analytics for personalised gaming experiences: E.g. Synthesia, Gala Games, Epic Games.

E. *AI-powered Smart Cleaning Products* from hybrid robotic vacuums to AI powered window cleaners: E.g. MClimate Maya Vacuum, Electrolux Pure i9 model.

Your 4000 word report should analyse and describe the industry, company strategies and portfolio using the relevant frameworks and supported with factual evidence.

1. Introduction of the company (5 marks)

2. Environment Analysis (10 marks)
   - PEST Analysis

3. Situation Analysis – Industry (20 marks)
   - Michael Porter's 5 Forces Model
   - Industry Life Cycle

4. Situation Analysis – Company (20 marks)
   - Michael Porter's Value Chain Analysis
   - SWOT Analysis

5. Situation Analysis – Portfolio Analysis (10 marks)
   - BCG Model
   - Product Life Cycle

---

6. Based on your analysis, provide your recommendations to the management if this is a viable product for continued investment, divesture or liquidation. (10 marks)

7. Your report will be assessed based on its quality such as format, presentation, structure, organization and language. (5 marks)

8. Based on the above contributions, you are required to reflect on the use of any Gen AI tools used. Ensure you include the following:

i. Problem Identification :

The students to assess and choose the problems/questions in the assignment they can potentially resolve using Gen AI tools.

ii. AI Tools Chosen :

The students to choose appropriate tools to aid them to solve the problems identified above.

iii. Interaction :

The students will critically assess then various outputs from the various tools and curate what is finally used for the assignment.

iv. Reflection :

The final step is for the student to self reflect on the process used in getting the final output and also give proper reference to the AI tool use.

This 4-steps reflection will be part of the assignment requirement but will not be required to be presented. (5 marks)

Section B: Presentation (Individual : 15 marks)
You are to share your analysis in a formal presentation which is recorded in a video.

Format of the presentation:
You will present to the senior management team of your chosen company on the following:

1.   An environment analysis
2.   An industry analysis
3.   A company analysis
4.   A portfolio analysis
5.   Your Recommendations

A **softcopy of the video with the presentation slides** must be recorded and submitted to the **POLITEMall by end of Week 8, 9th Jun, Sunday 2024 2359hr**.

Plagiarism and Copyright Issues

Plagiarism means, "copying any part of a source, and then submitting it, claiming that it is your own work."

Please ensure that all the works submitted by you are not copied from other sources. Any attempt to plagiarize will be dealt with severely, and it may result in your failing the module.

If you have made any references to certain materials, make sure you cite the sources by acknowledging and providing the information necessary to find the source (e.g. Title and author of book, Internet links, etc.)

Please refer to the following URL for more details:
https://www1.np.edu.sg/clte/antiplagiarism/policy.htm

Appendix A: Assessment Criteria

Component	Grade	Criteria
• Report • Presentation	A+ - A	Provides a well-organised and in depth background of the company. Demonstrate in depth understanding of the environment and its relevancy to the company's business. Detailed and thorough application of the concepts and theories as well as an in depth analysis demonstrating understanding of the company's business supported with evidence. Clear recommendations that demonstrate understanding of the company's business. Content is well developed for the purpose of the report. Excellent presentation flow and structure.
	B+ – B	Provides a somewhat organized and easy to understand background of the company. Demonstrate appropriate understanding of the environment with efforts made to link back to the company's business. Show application of concepts and theories with appropriate supporting evidence and somewhat detailed analysis of the company's business with evidences. Contains acceptable recommendations that demonstrates some understanding of the company's business. Report is developed with enough details but content could be better connected. Good presentation with adequate flow and structure.
	C – D	Background of company lacks structure and somewhat hard to understand. Demonstrate some understanding of the environment with some attempts to link back to the company's business. Some evidence of application of the concepts and theories with brief analysis attempted. Basic recommendations provided with minimal evidence and some attempt on report structure. Brief presentation that lacks clarity and flow.
	F	Report is skimpy with unclear content, showing no attempt in the application of concepts and theories with little or no analysis done. No research and effort made to understand the company's business. Skimpy presentation and difficult to understand.

------- THE END ------