

Name and Surname: \_\_\_\_\_

Student ITS No: \_\_\_\_\_

Qualification: \_\_\_\_\_ Year of Study: \_\_\_\_\_ Semester: \_\_\_\_\_

Assignment due date: \_\_\_\_\_ Date submitted: \_\_\_\_\_

QUESTION	EXAMINER MARKS	MODERATOR MARKS	REMARKS

#### ASSIGNMENT INSTRUCTIONS

***Please tick each box to confirm completion. (10 Marks)***

Use Times New Roman font, size 12, with 1.5 line spacing throughout the document.

Apply Harvard Referencing Style for all citations and references.

**For essay-style assignments, please include the following sections:**

Table of Contents

Introduction

Main Body (with relevant subheadings)

Conclusion

References

Submit the assignment in PDF format on Moodle.

Use the specified cover page provided.

Include a signed declaration of originality.

#### DECLARATION OF ORIGINALITY:

I hereby declare that this assignment is my own work and has not been copied from any other source except where due acknowledgment is made. I affirm that all sources used have been properly cited and that this submission complies with the institution's policies on academic integrity and plagiarism.

Student Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## QUESTION 1

(30 MARKS)

1. Select a company of your choice (e.g., Amazon, Tesla, or a local business). Analyse how the company uses Information Systems (IS) to achieve the following strategic objectives: Operational Excellence, New Products and Services, Customer and Supplier Intimacy by answering the following questions:

- 1.1 Explain the role of IS in one specific strategic initiative of the company (e.g., reducing costs, enhancing supply chain management). Support your answer with research. **(10 marks)**

- 1.2 Using a flowchart, depict how IS supports one major business process in the company, such as order fulfilment or customer service. Annotate each step of the process. **(10 marks)**

- 1.3 Propose one improvement to the current use of IS by the company and discuss the ethical considerations of implementing your suggestion. **(10 marks)**

## QUESTION 2

(30 MARKS)

- 2.1 Evaluate the role of **Customer Relationship Management (CRM) systems** in fostering customer loyalty and enhancing customer lifetime value. Discuss how CRM has evolved from traditional database systems to AI-driven predictive analytics. Provide examples of how industries such as retail, healthcare, and financial services use CRM to anticipate customer needs and personalize experiences. **(15 marks)**

- 2.2 Discuss the strategic implications of emerging technologies such as blockchain, IoT, and edge-computing on modern supply chain management. Analyse how these technologies can improve transparency, reduce costs, and enhance efficiency in global supply chains. Provide industry-specific examples to support your discussion. **(15 marks)**

**Case Study : Cambridge Analytica and Facebook**

In 2018, the Cambridge Analytica scandal emerged as one of the most consequential data privacy crises in recent history, fundamentally altering the landscape of digital privacy and political advertising. Cambridge Analytica, a political consulting firm with ties to various political campaigns, illicitly harvested the personal data of approximately 87 million Facebook users without their explicit consent, utilizing a seemingly benign personality quiz app titled "This Is Your Digital Life." This app not only requested access to users' profile information but also gathered data from their friends, thereby expanding the scope of data collection exponentially.

The firm then leveraged this extensive database to construct detailed psychographic profiles, which enabled them to execute micro-targeted political advertising aimed at influencing voter behaviour during pivotal events such as the 2016 U.S. Presidential election and the Brexit referendum. For instance, undecided voters were targeted with tailored content designed to sway their opinions, often relying on emotionally charged narratives or misleading information, raising significant ethical concerns about the manipulation of democratic processes.

Facebook's role in this scandal was critical; despite having policies that permitted third-party developers access to user data, the platform failed to adequately monitor the usage of this data. When Facebook became aware of Cambridge Analytica's activities in 2015, it merely requested that the firm delete the data without ensuring compliance, thereby allowing the misuse to persist unchecked. This incident not only exposed vulnerabilities in Facebook's data-sharing practices, characterized by default privacy settings that favoured accessibility over user protection, but also ignited a broader discourse on data privacy rights, user consent, and the ethical implications of data manipulation. The fallout was significant, leading to a historic \$5 billion fine imposed on Facebook by the U.S. Federal Trade Commission (FTC) for privacy violations, alongside the shuttering of Cambridge Analytica amidst legal and financial turmoil. The scandal catalysed global discussions about the necessity for stricter data protection regulations, culminating in the implementation of the European Union's General Data Protection Regulation (GDPR) in 2018, which set a new standard for data privacy accountability. Furthermore, in the U.S., it spurred momentum for legislative efforts aimed at enhancing federal data privacy protections.

Ultimately, the Cambridge Analytica debacle serves as a stark reminder of the ethical responsibilities organizations bear when managing vast amounts of personal data, emphasizing the need for transparency, accountability, and user empowerment in data practices to prevent similar crises in the future. This comprehensive overview not only contextualizes the scandal within the broader framework of ethical,

social, and political issues surrounding data misuse but also lays the groundwork for critical analysis of the lessons learned and potential solutions to safeguard against future violations of privacy rights.

3.1 Discuss the role of Facebook's MIS in enabling Cambridge Analytica to access and misuse user data. Highlight how ineffective MIS governance contributed to the scandal. **(10 marks)**

3.2 Using MIS principles, propose a framework Facebook could have implemented to prevent the misuse of user data. Include steps for user consent, data security, and monitoring of third-party applications. **(10 marks)**

3.3 Propose two MIS-related strategies Facebook could implement to ensure ethical data management in the future. Justify your recommendations with examples of best practices from other organizations. **(10 marks)**

**END OF ASSIGNMENT !!!!**