BUSA3430 Business Applications of AI, Session 1, 2025

Assessment Task	AI Industry Case Study
Due date	Sun of Week 7 (13 April @ 11.55pm)
Weight (%)	35%
Task description	Individual assignment
Submission Method	Through TurnItIn on iLearn
Feedback mechanism(s)	Rubric (individual feedback) and Group feedback in class
Feedback available (anticipated date)	Week 10
Links to Unit Learning Outcomes	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

The World Economic Forum's Future of Jobs 2023 report has identified analytical thinking and AI & big data among the top 5 in-demand skills by 2027.

In this assignment, you will develop and demonstrate your analytical thinking skills in the context of an AI industry case study.

You will also explore a possibility of your own analytical skills being replaced by GAI in a real-life scenario. To prevent this from happening in the future, you will explore the ways to augment your skill with GAI.

The content of this assignment:

This assignment will focus on the very recent AI industry case study: "Incorporating generative AI into your company's technology strategy" that was published by the MIT Sloan on 27th Feb 2024. The case is available here or you can find it by searching the MIT Sloan web site.

This real-life case focuses on the food service company Sysco and their use of generative AI for optimisation of sales, processes, and supply chains.

Skills in focus for this assessment

Communication, Analytical thinking, Critical thinking, GenAI prompting, Reflection, Work readiness

ASSESSMENT INSTRUCTIONS

Your Tasks:

Your assignment consists of the following four tasks:

Task 1:
Use the Business Model Canvas (BMC) to analyse Sysco's use of AI. Make sure that you base your analysis on the information provided in this case (only), rather than your own research of the company. Consider all components of Sysco's BMC and do not invent (assume or make-up) information that is not described in the case study (in the language of GenAI that is called 'human hallucination'). For example, if the case study does not offer any information about a BMC component, simply state that information is not provided in the case.

Task 2:
The case offers "three things to remember about using generative AI". One of them is "Don't forget organisational implications".

Apply the socio-technical (Information Systems) framework, discussed in Week 2, to an example of Sysco's AI application, in order to analyse its different organisational aspects (implications) beyond technology. Be specific and base your answer on the case study, rather than your own research on organisational implications of GenAI in general.

Task 3:
As stated in the case, Sysco is using GenAI in two primary areas: '**sales & support and supply chain'.**

a) Apply Porter's value chain to analyse Sysco's use of GenAI in these two primary areas (rather than its use of AI in general). Make sure that you use information

provided in the case, rather than your own Internet or GenAI-supported research of Sysco's use of AI.

b) Using the Australian Risk Analysis framework (from NSW AI Assurance Framework, March 2022), which was discussed in week 2, assess the level of AI risk of Sysco's use of GenAI in these two primary areas.

c) Does Sysco's AI-enabled 'intelligent substitutions' use big data? Explain your reasoning by using evidence from the case and the definition of 'big data' discussed in this unit.

Task 4:

Now it is your turn to use a GenAI tool. Repeat Task 1, but this time use a free GenAI tool of your choice (e.g. ChatGPT) to apply the BMC framework to the case. Experiment with different prompts to complete an in-depth analysis of all components of BMC. Make sure that your GenAI prompts **only** consider the given case, rather than widely available information on Sysco from other sources. Then cut& paste your 'conversation' with GenAI (including all final prompts and their outcomes) into your assignment under Task 4.

Task 5:

Reflect on the quality of your case analysis v the analysis completed by GenAI. Is your analysis better than the analysis provided by GenAI? In what way? Comment on the quality of your prompts as a reflection of your analytical skills. If this and/or similar tasks of case analysis are performed in a workplace, would you be outperformed or even replaced by a GenAI tool? How could you prevent this? Explain your reasoning and then possible illustrate it by evidence from Task 4.

TIPS & FAQs (OPTIONAL)

- No detailed instruction for font type, size, line space or format. 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 an individual 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.

USE OF RESOURCES AND TECHNOLOGIES INCLUDING GENERATIVE ARTIFICIAL INTELLIGENCE

For this assessment, students are permitted to use GenAI/GAITs:
In Task 4 to analyse the given case study.

Students are not permitted to use GAITs:
- to generate definitions or writing used in their submission.
- to complete Tasks 1, 2, 3 and 5.

Note that GenAI use in Task 1, 2, 3 and 5 is *very easy* to detect, as these are highly-contextualised questions.

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 and Grammarly.

Acknowledgement Statement by students:

I acknowledge that I have not used GenAI/GAITs (e.g., ChatGPT) in drafting of 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.