

BIG ASSIGNMENT

10/2024

Lisa is going to start a business with a project for self-exploring tourists to rent motorbikes at famous tourist areas in Vietnam. It's called "Drive My Motobike" (DMM). Lisa wants to create a business model that can beat existing competitors in the market by investing in developing a professional and modern information system to serve her business project.

Lisa would also like the newly system to build a more comprehensive customer database where DMM could collect data, provide some kind of report, forecast the customer demand... Furthermore, as DMM prides itself in professional and high-quality products, Lisa would also want the new system to keep records of tracking of her vehicles and supporting her customers whenever they need.

Judging from how quickly DMM is growing, Lisa made it her prerogative to ensure that future growth could be handled easily. Lisa is a great entrepreneurial business owner but doesn't know much about information systems. She has asked your team for advice on Drive My Motobike information management needs.

Task 1: Porters' Strategies for Competitive Advantage

- a) Which competitive business strategy best describes this enterprise? Explain why. (You should demonstrate understanding of Porter's Strategies for Competitive Advantage)
- b) Pick one competitive business strategy from Porter's Strategies for Competitive Advantage. (Use a different strategy from the one that you discussed in Task 1a). Explain how a competitor could use this strategy in an effort to disrupt Lisa's business.

Task 2: Porters' Value Chain Model

- a) Which two primary activities of the Value Chain are most important to DMM? Why are they so important?
- b) Briefly explain one business process that DMM would perform for each value chain activity identified.

Task 3: Data

DMM needs to collect various transaction data to support the scaling up of online sales and making contactless deliveries, now that customers are so used to online orders...

- a) Define transactional data and its Data model
- b) Identify two examples of transactional data and explain how these transactional data are relevant to DMM's needs. (Your examples must be clearly linked to the case details.)

Task 4: Business Function

Explain how Lisa could use data from the DMM website (an online sales/ordering system) to support a specific business function (for example, manufacturing, human resources, accounting or marketing).

- a) Choose ONE business function and explain how data from the website could be used to support it. Explain your answer with an example from the case.
- b) Identify two specific examples of IS-generated reports that would be useful for this purpose. (Briefly explain what the reports might show and why these would be useful in the case of DMM.)

Task 5: DEMO WEBSITE

- c) Design a system that supports DMM's business model (UC, ERD, Class Diagram and UI/UX)
- d) Use tools (HTML, CSS, JAVASCRIPT) to build a sketch version of the DMM system website.

Some guidelines:

- This analysis should be no more than 10 pages.
- It should have 4 sections: 1 for each task. (You may use subheadings if you wish).
- No executive summary, introduction or conclusion is needed.
- You must use at least one quality external source in your answer and reference it correctly in APA style, both in-text and in a reference list. The external source must be in addition to the textbook. Neither the reference list nor in-text citations will be included in your word count.

Please note you will also be assessed on the quality of your writing and grammar (5 marks).

Notice:

- This is a **GROUP** assignment. Assignments that are identical or copied from other sources will get zero point for this course.
- Please submit your work in <https://elearning.tdtu.edu.vn/> before **23:30 November 04th, 2024**. Your submission must include: *slide, mini report*.
- Presentation sessions will begin on **November 05th 2024**.
- FAQ session: any questions related to this assignment will be discussed on **October 29th, 2024** or earlier questions can be sent before the FAQ session via email tg_hothithanhuyen_cntt@tdtu.edu.vn.
- *Please carefully read the rubrik evaluating this assignment in the next page to best prepare for the group submission.*

100 marks total	Very good (A)	Good (B)	Satisfactory (C)	Unsatisfactory (fail)
20	100%	79%	64%	49%
Task 1a: Competitive Strategy (10 marks)	Accurate identification and explanation	Mostly accurate identification and explanation	Vague/implicit identification and explanation	Identifies one weak example and/or incorrect example(s) and vague/inaccurate explanation
	100%	79%	64%	49%
Task 1b: Competitor's Strategy (10 marks)	Identification of the best alternative strategy and solid explanation	Mostly accurate alternative strategy identification and explanation	Mostly accurate alternative strategy identification but vague/implicit explanation	Identifies one weak example and/or incorrect example(s) and vague/inaccurate explanation
20	100%	79%	64%	49%
Task 2a: Value Chain (10 marks)	Identifies two specific, useful examples, brief explanation connects to case context	Identifies two specific examples, brief explanation could be more strongly connected to case context	Identifies one example, or two vague examples, explanation may loosely connect to case context	Does not identify relevant examples and/or does not include explanation
	100%	79%	64%	49%
Task 2b: Business Process (10 marks)	Accurate identification of business processes for respective value chain activities identified, and explanation	Mostly accurate identification of business processes for respective value chain activities identified and explanation	Some inaccurate identification of business processes for respective value chain activities identified and vague/implicit identification and explanation	Identifies one weak example and/or incorrect example(s) and vague/inaccurate explanation
15	100%	79%	64%	49%
Task 3a: Define Data Model and Data	Accurate definition of transaction data and data model	Mostly accurate definition of transaction data and data model	Vague definition provided.	Inaccurate definition provided

transaction (5 marks)				
	100%	79%	64%	49%
Task 3b: Identify two examples (5 marks)	Accurate identification	Mostly accurate identification	Vague/implicit identification	Identifies one example and/or incorrect example(s)
	100%	79%	64%	49%
Task 3b: Description of two examples (5 marks)	Two clear descriptions, both clearly connected to the case details	Two descriptions that could have used more depth (one or both), connected to the case details	Descriptions vague and/or connection to the case details could have been more convincing	Insufficient descriptions and/or little connection to the case details
20	100%	79%	64%	49%
Task 4a: Business function (10 marks)	Business function clearly stated, data from the website clearly outlined, and explanation connected to case details.	Business function implied, or, data from the website could be more clearly outlined, or, explanation could be more connected to case details.	Vagueness in: business function, outline of data, or explanation.	Lacking: business function, outline of data, or explanation.
	100%	79%	64%	49%
Task 4b: IS- generated report examples (10 marks)	Identifies two specific, useful examples, brief explanation connects to case context	Identifies two specific examples, brief explanation could be more strongly connected to case context	Identifies one example, or two vague examples, explanation may loosely connect to case context	Does not identify relevant examples and/or does not include explanation
20	100%	79%	64%	49%
Task 5a: System specification (10 marks)	Accurate and detail designs	Mostly accurate and detail designs	Vague designs provided	Inaccurate designs provided

Task 5a: Sketch version (10 marks)	A variety of HTML, CSS elements and a correct and working use of JS have been provided throughout website	Some HTML, CSS and a mostly working use of JS elements have been provided throughout website	Some key HTML, CSS elements are missing. And there is a clear attempt to provide working JS features, but some errors have been made that prevent everything from running as intended.	Only one HTML element provided; CSS missing throughout the website; No JS features provided
5	100%	79%	64%	49%
Quality of Writing and Grammar (5 marks)	Excellent writing. Suitable for professional audience. Writing is within the word limit (1200 +/- 10%).	Good writing, with only a few minor errors. Suitable for professional audience. Writing is within the word limit (1200 +/- 10%).	Fair writing quality or good writing but style not suitable for professional audience. Writing may be slightly over the word limit (1200 +/- 10%).	Fair writing quality but significant number of errors. Writing may be significantly over the word limit (1200 +/- 10%).