Global Information Systems Strategy – UUIS8000
Assignment - 2
Semester 2 - 2018

GENERAL INSTRUCTIONS AND CONDITIONS

1. This is an individual assignment.

2. If you have any questions or do not understand the requirements of the assignment, please see your lecturer.

3. **You are expected to submit professionally presented word-processed assessment documents. This includes:**

   - A title page showing: ID number/s, name/s, lecturers' name/s, and assessment title.

   - Correct spelling and appropriate use of grammar.

   - Pages numbered including a contents page.

   - Stapled or bound (no paper clips/plastic folders or plastic sleeves).

   - Questions correctly labelled and numbered with clear and consistent headings

   - For main text use Time New Roman / Arial / Calibri front type and 12pt font size.

   - Line spacing no less than 1.5 and no greater than double.

   - A complete reference list should be included at the back of the assessment using Harvard AGPS style of referencing with in-text citation.

4. You need to submit the following on or before **11:59pm** on the due date (**22/10/2018**)

   - Completed assignment in MS Word (Upload to uPortal) as per instructions of your course leader

5. Please retain all soft copies of your assignment for future reference
6. Late assignments will carry a penalty (refer to assessment policy)
7. Any student caught cheating (Plagiarism) will receive zero marks. If copying is identified, all parties will receive zero marks.

Assessment	Marks	Weighting	Issue Date	Due Date
Assignment 2	100	50%*	17/09//2018	22/10/2018

Description	:	Case Study and Report Writing:			
Learning Objectives	:	Applicable course objective:	Question No.#	Marks	% of weighting
		LO-1: Demonstrate Understanding of the Information Systems in relation to management, Organisation and Strategy	Q2.1, Q2.2	20	10%
		LO-2: Understand the practicality of managing information systems applications in the digital age and managing them globally.	Q2.2, Q2.3, Q3.1, Q4.1	30	15%
		LO-3: Articulate knowledge and skills and apply technology to locate relevant information effectively.	Part1, Q2.3, Q3.2, Q4.1	10	5%
		LO-4: Critically evaluate the problems related to managing and organising business information systems.	Q2.2, Q2.3, Q3.2	30	15%
		LO-5: Communicate professionally and effectively in a clear and concise manner (both written and orally) for senior management.	Presentation, Writing and Referencing,	10	5%
		Total		**100**	**50%**
Word Limit	:	4500 words (+/- 10%)			
Plagiarism	:	Maximum 15% similarity			

Important Instructions

This assignment must be the expression of your own work. It is acceptable to discuss general course content with others to improve your understanding and clarify requirements, but solutions to this assignment question must be done on your own. You must not copy from anyone, including tutors and fellow students, nor provide copies of your work to others. Assignments that do not adhere to this requirement will be deemed as being the result of collusion or plagiarism.

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UUIS8000 Assignment-2 Specification

Activity A: Journal (maximum 500 words) – (10 marks)

Prepare a journal which records your activities and progress related to completing this assignment. In date order, clearly list the following:
● Date of research activity/discussion/meeting
● Topic researched or discussed
● Time duration
● Brief description of research activity/discussion.
Submit this journal as an **appendix to activity B**.

Activity B: Report to CEO (maximum 4000 words) -(Total-90 marks)

Select an organisation located in New Zealand to analyse for this assignment. Organisation must fulfil the following criteria:
 The organisation may be a commercial, government or not -for-profit organisation but it must have at **least 50 employees, a web site and be a user of e-business/e-commerce**. Use the web, newspapers and/or personal contacts to gain information about the organisation and its management of IT. When selecting the organisation, you should take into account the nature of the organisation's business environment and the extent to which the organisation is dependent on IT to run its operations. If you are employed, **you are encouraged to base this assignment on the organisation that you are currently working with**, if it meets the above criteria.

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Complete the requirements below by producing a written report to the CEO.

Part 1: Introduction: background of selected organisation - 10 marks (LQ3)

Describe the background of the selected organisation in terms of the following: the industry (e.g. banking, healthcare, travel, airline etc.) it operates within, its key products/ services, corporate mission, corporate structure, major business processes, business strategy and relationship with external entities e.g. other organisations, government etc. Provide its homepage URL.

Part 2: IT infrastructure and emerging technologies – Management issues-30 marks (LQ1:LQ4)

2.1 Using Figure 5-9 'The IT Infrastructure Ecosystem' in Laudon and Laudon text book as a guide, describe the organisation's current IT infrastructure. **(10marks)**

2.2 Identify the issues and challenges that the organisation faces in the management of its IT Infrastructure. Use the information provided in chapter 5 as a guide. **(10 marks)**

2.3 Search the Internet for articles about emerging technologies
Ascertain whether the organisation already has a strategy to take advantage of emerging technologies or intends to establish one.
Then, discuss and analyse any current emerging strategy that you would recommend, explain why it is important for the organisation to have one. You are required to justify your reasons. Use information provided in chapter 5 as a guide. **(10 marks)**
(5marks-Discussion + 5marks -Analysis)

Part 3: Big Data – background and recommended strategy –30 marks (LQ2:LQ4)

3.1 Search the Internet to find out about Big Data. Write a summary to the CEO and other senior managers in the organisation addressing the following:
● What Big Data is about – (2.5 marks)
•The potential of Big Data **–** (2.5 marks)
● How businesses are using Big Data – (2.5marks)
● Business opportunities and benefits from Big Data **–** (5marks)
● Problems and drawbacks of Big Data **–** (2.5marks)
● The future of Big Data and the next steps for taking advantage of Big Data (5 marks)

3.2 Recommend a strategy to help the organisation leverage Big Data to achieve its business objectives. If the organisation already has such a strategy in place, recommend how it could further avail itself of new opportunities provided by recent advancements in Big Data technologies. Before you commence your search for material to help you formulate the strategy you should first review 'Chapter 3: Information systems, organisations and strategy' in the textbook. Your recommended strategy should be sufficiently detailed to help the CEO in its implementation. The following are some of the areas and issues which your strategy must factor in:
● The reasons why the organisation should consider investing in Big Data
● The key areas where Big Data is likely to have an impact on its business e.g. customer and supplier intimacy, business intelligence, knowledge management, future planning

- The risks the organisation must consider and how these risks can be mitigated
- The supporting tools, solutions and skills the organisation needs to have,
- How the organisation can measure the success of its Big Data initiative, and
- The composition of a governing body from various units in the organisation to ensure that Big Data policies are debated and developed (**10 marks)**

Part 4: Conclusions: key findings and recommendations- 10marks (LQ3&LQ5)

4.1 Summarise your key findings and recommendations to the CEO related to your analysis. Clearly state your conclusions.

Report Presentation, Writing style and Quality of references- LQ5(3+3+4=10marks)

General guidelines for Activity B

● Your submission must be submitted to the **CEO as a report in a single document, not an essay**. The format must comply with the report structure detailed in the *Communication skills handbook* 4edn, except that you would not need a glossary. Please note from the handbook that **reports do have subheadings** and an appropriate **letter of transmittal** is required.

● The **word count** does not include the following: executive summary, letter of transmittal, table of contents, figures, tables, references or appendices.

● The body of the report (for Activity B) should be about 4,000 words in length and you **may lose marks if it varies by more than 10%**.

● Use the **Harvard referencing format AGPS style** for in-text references and the reference list. Your references should include at least one web/electronic link, but all the references should not be from the web. Refer to chapter on referencing of the Communication skills handbook 4th edition for further details.

● **Inappropriate referencing or excessive grammar/spelling errors** will incur a penalty. You should refrain from cutting and pasting chunks of materials from the Internet as this will be treated as plagiarism. To avoid any allegation of academic misconduct from unintentional plagiarism from Internet sources it is strongly recommended that you use the Turnitin software to check your work before submitting it.

References are required and the **Harvard AGPS** standard of referencing must be used. You can get the help for this referencing style from below sources-

- UUNZ TPS Class Activity
- Book: Summers, J & Smith, B 2014, *Communication skills handbook: how to succeed in written and oral communication*, 4th edn, John Wiley & Sons, Australia.
- Website Link: http://www.usq.edu.au/library/referencing

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Ensure that your reports are **fully referenced**, including any reference to the text book. Your report should include **in-text references** and a **List of References**. Do not repeat verbatim large slabs of information from other sources such as the text – you must put the ideas/information in your own words. You **must** use **at least ten (10) academically sound sources other than the textbook** in completing this report.

Marking Guide for UUI8000 Assignment 2

Student name:			Student ID:	
Components			**Mark**	**Comment**
Activity A Journal: Record your activities and progress relating to your completion of the assignment -10 marks				
10	Excellent	A perfect piece of work.		
9	Very good	A very good piece of work that meets all specified criteria.		
7	Good	Competently meets the criteria specified.		
5	Average	Adequately meets the criteria as specified.		
3	Poor	Did not sufficiently meet the criteria as specified.		
1	Very poor	Clearly does not meet criteria to pass.		
0	Not Attempted	No attempt made or irrelevant.		
Part 1 Introduction: background of selected organisation- 10 marks				
10	Excellent	A perfect piece of work.		
9	Very good	A very good piece of work that meets all specified criteria.		
7	Good	Competently meets the criteria specified.		
5	Average	Adequately meets the criteria as specified.		
3	Poor	Did not sufficiently meet the criteria as specified.		
1	Very poor	Clearly does not meet criteria to pass.		
0	Not Attempted	No attempt made or irrelevant.		
Part 2.1: IT Infrastructure and Emerging technologies-10 marks				
10	Excellent	A perfect piece of work.		
9	Very good	A very good piece of work that meets all specified criteria.		
7	Good	Competently meets the criteria specified.		
5	Average	Adequately meets the criteria as specified.		
3	Poor	Did not sufficiently meet the criteria as specified.		
1	Very poor	Clearly does not meet criteria to pass.		
0	Not Attempted	No attempt made or irrelevant.		
Part 2.2: Identify the issues and challenges that the organisation faces in the management of its IT Infrastructure- 10 marks				
10	Excellent	A perfect piece of work.		

9	Very good	A very good piece of work that meets all specified criteria.
7	Good	Competently meets the criteria specified.
5	Average	Adequately meets the criteria as specified.
3	Poor	Did not sufficiently meet the criteria as specified.
1	Very poor	Clearly does not meet criteria to pass.
0	Not Attempted	No attempt made or irrelevant.

Part 2.3: Discuss and analyse any current emerging strategy that you would

10	Excellent	A perfect piece of work.
9	Very good	A very good piece of work that meets all specified criteria.
7	Good	Competently meets the criteria specified.
5	Average	Adequately meets the criteria as specified.
3	Poor	Did not sufficiently meet the criteria as specified.
1	Very poor	Clearly does not meet criteria to pass.
0	Not Attempted	No attempt made or irrelevant.

recommend, explain why it is important for the organisation to have one-

10marks

Part 3.1.a: Big data -Definition, potential, usage and drawbacks- 10marks

10	Excellent	A perfect piece of work.
9	Very good	A very good piece of work that meets all specified criteria.
7	Good	Competently meets the criteria specified.
5	Average	Adequately meets the criteria as specified.
3	Poor	Did not sufficiently meet the criteria as specified.
1	Very poor	Clearly does not meet criteria to pass.
0	Not Attempted	No attempt made or irrelevant.

Part 3.1.b: Big-data business opportunities and future - 10marks

10	Excellent	A perfect piece of work.
9	Very good	A very good piece of work that meets all specified criteria.
7	Good	Competently meets the criteria specified.
5	Average	Adequately meets the criteria as specified.
3	Poor	Did not sufficiently meet the criteria as specified.
1	Very poor	Clearly does not meet criteria to pass.
0	Not Attempted	No attempt made or irrelevant.

Part 3.2: Recommend a strategy to help the organisation leverage Big Data-
10marks

10	Excellent	A perfect piece of work.
9	Very good	A very good piece of work that meets all specified criteria.
7	Good	Competently meets the criteria specified.
5	Average	Adequately meets the criteria as specified.
3	Poor	Did not sufficiently meet the criteria as specified.
1	Very poor	Clearly does not meet criteria to pass.
0	Not Attempted	No attempt made or irrelevant.

7. Part 4: Conclusion and Recommendation-10marks

10	Excellent	A perfect piece of work.
9	Very good	A very good piece of work that meets all specified criteria.
7	Good	Competently meets the criteria specified.
5	Average	Adequately meets the criteria as specified.
3	Poor	Did not sufficiently meet the criteria as specified.
1	Very poor	Clearly does not meet criteria to pass.
0	Not Attempted	No attempt made or irrelevant.

8. Presentation (Report Structure & Formatting, Writing style, Grammar & Spelling, Referencing)

10	Excellent	A perfect piece of work.
9	Very good	A very good piece of work that meets all specified criteria.
7	Good	Competently meets the criteria specified.
5	Average	Adequately meets the criteria as specified.
3	Poor	Did not sufficiently meet the criteria as specified.
1	Very poor	Clearly does not meet criteria to pass.
0	Not Attempted	No attempt made or irrelevant.

Total marks out of a possible 100 marks		
Deduction for late submission of assignment (Yes/No)		
Deduction for exceeding/under word limit (Yes/No)		
Evidence of plagiarism or collusion (Yes/No)		
Total Marks Obtained		

Overall comments: