



| Assessment Details and Submission Guidelines        |   |
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| <b>Trimester</b>                                    | T2 2019   |
| <b>Unit Code</b>                                    | HC1041  |
| <b>Unit Title</b>                                   | Information Technology for Business   |
| <b>Assessment Type</b>                              | Individual assessment   |
| <b>Assessment Title</b>                             | Report: IT impact on business   |
| <b>Purpose of the assessment (with ULO Mapping)</b> | <p>Students are required to research on a real life business and the impact of IT on the chosen business.</p> <ol style="list-style-type: none"> <li>1. Students will be able to evaluate and justify theoretical and practical knowledge of information technology in a business context.</li> <li>2. Students will be able to analyse information technology issues in a business environment and provide solutions to these issues using their knowledge of information technology and practical techniques in a business environment.</li> <li>3. Students will be able to apply research skills analysing academic literature and integrating ideas from the literature to the information technology issues in business and in preparation for life-long learning.</li> <li>4. Students will be able to understand the ICT profession in information technology.</li> <li>5. Students will be able to communicate using effective oral and written communication tools, act in a professional manner.</li> <li>6. Students will be able to review and describe the major privacy, legal, ethical and societal issues with respect to managing digital information and information systems.</li> </ol> |
| <b>Weight</b>                                       | 25% of the total marks  |
| <b>Total Marks</b>                                  | 25  |
| <b>Word limit</b>                                   | 1500-2000 words   |
| <b>Due Date</b>                                     | Week 10   |
| <b>Submission Guidelines</b>                        | <ul style="list-style-type: none"> <li>• All work must be submitted on Blackboard by the due date along with a completed Assignment Cover Page.</li> <li>• The assignment must be in MS Word format, no spacing, 12-pt Arial font and 2 cm margins on all four sides of your page with appropriate section headings and page numbers.</li> <li>• Reference sources must be cited in the text of the report, and listed appropriately at the end in a reference list using Harvard referencing style.</li> </ul>   |

## Assignment 2 Specifications

### Purpose

The purpose of this assignment is to find recent news that involves information security breaches, analyse the chosen news and produce a report.

### Assignment Requirements

You are to research a real life business example of your choice and the impact of IT on that business.

### Important points

- 1) Does your chosen business need IT?
- 2) Why IT is important for business survival?
- 3) What is required to apply IT into your chosen business? (I.e. cost, planning, designing, equipment, installation, training, etc...)
- 4) How does your chosen business use IT? (internally such as employees, and externally such as customers, suppliers)
- 5) What benefits and advantages does IT bring to your chosen business? (I.e. revenue, flexibility, reduces cost, etc....)
- 6) What type of risks does IT bring to your chosen business? (i.e. security, privacy, confidentiality)
- 7) How can your chosen business maintain and monitor IT?

Your report will be assessed on the quality of your research and report presentation. Discussion must be relevant to your chosen business. Your report is to be in the style of a business report. There is a limit of ten pages excluding appendices.

### You can choose a business from any of the following industries:

- Healthcare
- Food processing
- Banking and finance
- Telecommunications
- Library
- Transport
- Airlines
- Printing and publishing
- Media
- Computer gaming
- tourism

### Examples:

Trip Advisor -- <https://www.tripadvisor.com.au/>

Telstra -- <https://www.telstra.com.au/>

Commonwealth Bank of Australia -- <https://www.commbank.com.au/>

Qantas -- <https://www.qantas.com/au/en.html>

**Marking criteria**

| <b>Marking criteria</b>  | <b>Weighting</b> |
|--|------------------|
| 1. Introduction:<br>Clear statement of purpose, clarity of methods and assumptions; systematic approach to project.  | 5%               |
| 2. Use of resources:<br>Application of relevant course concepts, tools and frameworks use of evidences, engagement with the literature.  | 25%              |
| 3. Content: <ul style="list-style-type: none"> <li>• Balanced coverage of each of the important points,</li> <li>• Richness of analysis;</li> <li>• Flow of ideas;</li> <li>• Validity of objectives,</li> <li>• Use of own insight and originality;</li> <li>• Feasibility of recommendations and implementation consideration</li> </ul> | 60%              |
| 4. Organization and Presentation:<br>Clarity of structure, quality of presentation, style and readability.<br>Title page, Table of contents, List of abbreviations and/or glossary,<br>Executive summary/abstract, Introduction, Body, Conclusion Recommendations,<br>Bibliography, Appendices   | 5%               |
| 5. Citation practice:<br>Appropriate citation of sources and evidences used.   | 5%               |
| <b>TOTAL Weight</b>  | <b>100%</b>      |
| <b>Assessment Feedback to the Student</b>  |                  |

## Marking Rubric

| Criteria                                  | NA                | Not Satisfactorily   | P  | C   | D  | HD  | Outstanding   |
|---|-------------------|--|--|---|--|---|---|
| <b>Introduction<br/>Weight<br/>5.00%</b>  | 0 % Not provided. | 25 % Provided but have not introduced the topic of the report. | 50 % Introduces the topic of the research report, but omits a general background of the topic and/or the overall "plan" of the report. | 60 % Satisfactorily introduces the topic of the research report.<br><br>Either general background or the report structure is missing. | 70 % Satisfactorily introduces the topic of the research report.<br><br>Gives a general background.<br><br>Indicates the overall "plan" of the report. | 80 % Introduces the topic of the research report in an engaging manner which arouses the reader's interest. Gives some general background and indicates the overall "plan" of the report. | 100 % Introduces the topic of the research report in an extremely engaging manner which arouses the reader's interest.<br><br>Gives a detailed general background and indicates the overall "plan". |
| <b>Resource use<br/>Weight<br/>25.00%</b> | 0 % Not provided. | 25 % Insufficient range or number of supportive evidence used. | 50 % Insufficient supportive evidence used. Not always appropriate and/or current.   | 60 % Supportive evidence used. Not always appropriate and/or current. Minimum cited.  | 70 % Appropriate and current, supportive evidence used.  | 80 % A sufficient range of appropriate and current supportive evidence.   | 100 % An exceptional number and range of appropriate and current, supportive evidence.  |

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|--|--------------------------|--|--|--|---|---|--|
| <p><b>Content Weight</b><br/><b>60.00%</b></p> | <p>0 % Not provided.</p> | <p>25 % Have not addressed all seven points.</p> | <p>50 % Most of the seven points are addressed satisfactorily. Minimum information provided. Discussion lacks depth.</p> | <p>60 % All seven points are addressed satisfactorily. Discussion is not specific on the chosen business. Discussion is too generic and lacks depth.</p> | <p>70 % All seven points are addressed satisfactorily. Demonstrated good understanding of the chosen business. Discussion focuses on the chosen business.</p> | <p>80 % Discussion of is of high quality. In-depth analysis provided. Good understanding of the chosen business. Good understanding of the issues raised in the seven points.</p> | <p>100 % Exceptional understanding of the IT issues raised in the seven points. A thorough analysis of the chosen business. Exceptional research effort on both the business and the seven points.</p> |
|--|--------------------------|--|--|--|---|---|--|