



| ASSESSMENT 2 BRIEF     |                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Subject Code and Title | MIS100 Foundations of Information Systems                                                                                                                                                                                                                                                                                                                                                           |
| Assessment Task        | Case Study: Business Success Through Digital Transformation Report                                                                                                                                                                                                                                                                                                                                  |
| Individual/Group       | Individual                                                                                                                                                                                                                                                                                                                                                                                          |
| Length                 | 1200 words                                                                                                                                                                                                                                                                                                                                                                                          |
| Learning Outcomes      | <p>The Subject Learning Outcomes demonstrated by successful completion of the task below include:</p> <ul style="list-style-type: none"><li>b) Examine the dynamic relationship between information systems and business processes, focusing on innovation and sustainability.</li><li>c) Apply ethical and professional standards to information system challenges in business contexts.</li></ul> |
| Submission             | <p><b>12-week duration:</b><br/>Due by 11:55pm AEST/AEDT Sunday end of Module 9 (Week 9)</p> <p><b>6-week duration:</b><br/>Due by 11:55pm AEST/AEDT Sunday end of Module 9 (Week 5)</p> <p><b>4-week duration:</b><br/>Due by 11:55pm AEST/AEDT Sunday end of Module 9 (Week 3)</p>                                                                                                                |
| Weighting              | 40%                                                                                                                                                                                                                                                                                                                                                                                                 |
| Total Marks            | 100 marks (100 marks unless it is a quiz assessment task)                                                                                                                                                                                                                                                                                                                                           |

### Assessment Task

For this assessment, you will analyse a case study to explore how digital transformation contributed to a business's success, focusing on information systems (ISs), innovation, sustainability and ethics. You will evaluate the impact of technological and strategic changes, and apply ethical and professional standards to business challenges.

The report should be approximately 1,200 words, based on a specific case study and supported by credible sources and critical reflection on artificial intelligence (AI)–assisted work.

Please refer to the **Instructions** section for detailed guidance on how to complete this task.



## Context

This assessment task is designed to immerse you in a case study, where you will examine how digital transformation has enabled a business to achieve success. By analysing the interplay between ISs, innovation, sustainability and ethical considerations, you will gain a deeper understanding of how technology reshapes business processes and decision making. The task encourages critical thinking and research, drawing on key concepts from the modules to evaluate the effectiveness and implications of digital strategies.

The assessment will consolidate your knowledge of digital business practices while developing your ability to apply theoretical frameworks to practical scenarios. It draws on skills such as analytical reasoning, ethical evaluation, academic research and professional communication. You will demonstrate your ability to examine ISs, apply ethical and professional standards and generate actionable recommendations—skills that are essential in modern business environments. Additionally, by reflecting on the use of generative AI tools, you will engage with emerging technologies in a responsible and informed way. This assessment will prepare you for professional roles by simulating the kind of strategic thinking and ethical judgment required in real-world digital transformation projects.

## Instructions

You will write a report (approx. 1,200 words) based on a case study. Your goal is to explain how digital transformation helped a business succeed with a focus on:

- information systems and business processes
- innovation and sustainability
- ethical and professional standards.

To complete your **case study report**, follow the steps below.

### Step 1: Read the Case Study

Carefully read the case study provided, and highlight key points about:

- digital transformation
- innovation
- sustainability
- ethical or professional challenges.

### Step 2: Research the Key Points

- Review relevant resources from Modules 1–8 on digital transformation, innovation, sustainability and ethical or professional challenges.
- Find five credible academic or professional sources to support your ideas.
- Use these sources to support your analysis and recommendations.
- Reference all sources using TUA APA style referencing.

### Step 3: Use GenAI

Use a generative artificial intelligence (GenAI) tool (e.g., Copilot, ChatGPT or Gemini) at one or more stages of your work. You can use GenAI to:

- brainstorm ideas or recommendations
- outline your report
- explore different stakeholder views
- refine your arguments or examples.



**Important:** Do not use GenAI to write your whole report. You must critically evaluate any AI-generated content and make your own decisions.

### Step 4: Write Your Report

Use the following structure:

- Title Page
- Table of Contents
- Introduction
- Analysis and Discussion (add subheadings as appropriate)
- Recommendations
- Conclusion
- References
- GenAI Use Description
  - State which AI tools were used
  - Acknowledge the contribution
  - Explain how you evaluated the output
- Appendix

### Formatting

Format your report as follows:

- Font: Arial or Calibri, size 11 or 12
- Line spacing: 1.5
- Margins: 2.54 cm
- Include page numbers
- Add a reference list (TUA APA style) with your external sources.



## Submission Instructions

Your case study analysis should be presented as a 1,200-word report submitted in Microsoft Word format.

Submit this task via Assessments > Briefs & Submissions in the main navigation menu in *MIS100: Foundation of Information Systems*. Please name your file using the following format:

- SubjectCode\_Surname\_FirstNameInitial\_AssessmentNumber  
E.g., MIS100\_Jones\_S\_Assessment 2.docx

Your marked assessment can be viewed in MyLearn.

## Referencing

It is essential that you use current APA style for citing and referencing the sources that you use. Please see more information on citing and referencing guidelines on the [Academic Success webpage](#).

## Assessment Support

For a range of additional resources and support to help you complete your assessment, please consult the [Study Support](#) page on the Student Hub.

## Academic Integrity

All students are responsible for ensuring that their submitted work is original, adheres to academic writing standards outlined in the [Torrens University Academic Writing Guide](#), and is appropriately referenced according to the guidelines provided in the [Torrens University APA Referencing Guide](#).

Students need to have read and be aware of the Torrens University Australia [Academic Integrity Policy](#), [Academic Integrity Procedure](#) and subsequent penalties for academic misconduct. For more information, please refer to the [Academic Integrity](#) guidelines and the [Torrens University Library](#).

Students must also keep all required evidence in making an assessment; a copy of all submitted material and any assessment drafts.

## Generative AI

Please refer to the [Torrens University Library](#) for guidance on the use of Generative AI. Please speak to your learning facilitator regarding the use of GenAI tools in your assessments.

## Assessment Due Dates and Late Penalties

Assessments may be submitted on or before the due date. Late penalties apply for assessments that are submitted after the due date.

Refer to:



- Assessment Policy for Higher Education Coursework (HE) and ELICOS  
[Torrens University](#) | [Think Education](#)
- Assessment Special Consideration Guidelines for Students (HE Coursework)  
[Torrens University](#) | [Think Education](#)
- [Student Hub](#) for Assessment Extension Information.

### **Special Consideration**

To apply for special consideration for a modification to an assessment task or exam due to unexpected or extenuating circumstances, please consult the [Assessment Special Consideration Guidelines for Students](#)

### Assessment Rubric

| Assessment Criteria                                                                                                                 | High Distinction<br>(Exceptional)<br><br>85–100%                                                                                                                                                                               | Distinction<br>(Advanced)<br><br>75–84%                                                                                                                                                                                       | Credit<br>(Proficient)<br><br>65–74%                                                                                                                                                                       | Pass<br>(Functional)<br><br>50–64%                                                                                       | Fail<br><br>(Yet to achieve<br>minimum standard)<br><br>0–49%                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b><i>Analysis of Digital Transformation and IS in Business</i></b><br><br>Percentage for this criterion = 25%                      | Demonstrates deep insights into the case study. Clearly explains how ISs, innovation and sustainability strategies contributed to business success.<br><br>Integrates theory, evidence and case-specific examples effectively. | Provides a well-developed analysis of the case study. Explains how ISs, innovation and sustainability are connected to business outcomes.<br><br>Uses relevant theory and examples, though analysis may lack depth in places. | Provides a sound analysis with some relevant insights. Identifies key elements but does not fully explain their interconnections.<br><br>Some use of theory or examples, though not always well addressed. | Provides a basic analysis with limited relevance or clarity.<br><br>The case study is referenced but not well addressed. | Analysis is unclear, inaccurate or missing key elements.<br><br>The case study is not meaningfully addressed. |
| <b><i>Discussion of Innovation, Sustainability, Ethics &amp; Professional Issues</i></b><br><br>Percentage for this criterion = 25% | Applies ethical and professional standards with excellent judgement. Identifies and evaluates ethical issues in the case study using appropriate frameworks.<br><br>Demonstrates critical thinking.                            | Identifies relevant ethical and professional issues in the case study. Applies appropriate standards and provides a clear explanation of how the business responded. Some critical reflection is evident.                     | Identifies basic ethical or professional issues. Applies standards with limited explanation or depth. Relies on generalisations or lacks case-specific detail.                                             | Shows limited understanding or application of ethical standards. The case study context is weak or missing.              | Ethical considerations are missing, incorrect or poorly addressed.                                            |

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| <b>Recommendations</b><br><br><b>Percentage for this criterion = 20%</b>                         | Provides practical, evidence-based and well-justified recommendations aligned with analysis. Demonstrates strategic thinking.                       | Provides relevant and feasible recommendations that are clearly linked to the analysis. Justification is mostly sound, though lacks originality or depth in parts. | Provides workable recommendations with some justification. Links to analysis are present but may be weak or underdeveloped.                                  | Provides basic or generic recommendations with limited support or weak links to the case study.                                                                                                                                       | Recommendations are unclear, unsupported or missing.                               |
| <b>AI Use Reflection</b><br><br><b>Percentage for this criterion = 15%</b>                       | Clearly describes how AI was used at one or more stages. Describes its usefulness and limitations. Acknowledges AI-generated content appropriately. | Describes how AI was used and explains its role in the task. Acknowledges AI-generated content and considers its value, though it may be brief.                    | Mentions AI use with some explanation. Acknowledgement is present but lacks detail.                                                                          | Provides a basic or unclear description of AI use. Acknowledgement is minimal or vague.                                                                                                                                               | AI use is not described, misused or not acknowledged.                              |
| <b>Structure, Communication and Referencing</b><br><br><b>Percentage for this criterion =15%</b> | Report is well structured, clearly written and professionally presented. Sources are well integrated and correctly cited using TUA APA style.       | Report is logically structured and mostly clear. Minor language or formatting issues may be present. Sources are relevant and mostly cited correctly.              | Report is adequately structured but has some issues with clarity, flow or formatting. Referencing is present but may contain some errors or inconsistencies. | Report lacks clarity or structure. Writing is generally understandable, though includes frequent grammar or clarity issues. Some attempt is made to reference sources using TUA APA style, but errors or inconsistencies are present. | Report is missing, poorly written, disorganised and lacks appropriate referencing. |