

Operations Management and Digital Transformation BUSN9320

Module Name	Operations Management and Digital Transformation
Module Code	BUSN9320
Assignment 2	Report exploring Operations Management and Digital Transformation
Type of Assignment/Weighting	Individual (80%)
Issue Date	Week 12
Submission Date	Wednesday 18th January 2023 NOON submission via Turnitin
Date of Feedback to Students	3 weeks from submission (excludes winter vacation period). Students will be emailed when marks are available and notified if there is any delay to the return of marks.
Where feedback can be found	In feedback studio or via email

Individual Assignment Brief – 2022/2023

Using the tools and techniques explored during the delivery of this module you are to write a report which explores the operations and digital transformation activities of an organisation of your choice. You should clearly demonstrate how the digital transformation activities of the organisation influences and shapes the configuration of its operations. Your report should include the following:

- 1 - A clear assessment of the digital transformation strategy
- 2 - A detailed understanding of how the digital strategy influences the Operations of the organisation in terms of performance objectives, the 4Vs, the Transformation process and it's supply chain relationships
- 3 - An assessment of the influence of Big data and the Internet of Things (IoT) on both the Operations strategy and Operations activities of the organisation.

The report should be no more than **2000** words in length and should normally contain the following elements:

- A - Executive Summary
- B - Introduction, which should reflect the competitive positioning of the organisation and how such positioning influences the configuration of its digital operations. This section should address point 1.
- C - Articulation of the organisation's digital operations using appropriate tools and techniques from this module and addressing points 2 and 3 above.
- D - Summary of your key observations relating to the organisation's digital strategy and digital operations.

KBS POSTGRADUATE CATEGORICAL MARKING CRITERIA WRITTEN WORK

CLASS	MARK	READING & KNOWLEDGE	UNDERSTANDING, ANALYSIS AND ARGUMENT	ORGANISATION AND PRESENTATION
Distinction <i>'Exceptional'</i>	100 95 85	Excellent applied understanding of the tools and techniques of Operations Management and Digital Transformation	Comprehensive and accurate use of Operations Management and Digital Transformation tools and techniques. An excellent ability to provide original interpretation of current issues in the context of emerging knowledge in the domain of Operations Management and Digital Transformation.	Very well-presented report with no errors. Evident logic and thought in presentation, language and style; very comprehensive citations and fully matching reference list. Accurate referencing style. Able to manage tasks systematically and effectively.
Distinction <i>'Excellent'</i>	78 75 72	A very good understanding of the tools and techniques of Operations Management and Digital Transformation	Comprehensive and accurate use of critical argument with strong awareness of existing and emerging issues in the wider context. Comprehensive use of scholarship and advanced enquiry techniques in the discipline to provide original interpretation and ideas.	Very well organised report. Accurate and clear language and style; comprehensive citations and fully matching reference list. Full and correct use of appropriate referencing style and formatting throughout. Able to manage tasks systematically and effectively.
Merit <i>'Very Good'</i>	68 65 62	A good understanding of the tools and techniques of Operations Management and Digital Transformation	Good and clear use of critical argument with sound awareness of existing and emerging operations and digital transformation issues in the wider context. Good and consistent use of scholarship and advanced enquiry techniques in the discipline with emerging ability to provide an original interpretation of current issues in the context.	Well organised report. Appropriate language and style with full and accurate citations and fully matching reference list. Correct use of appropriate referencing style. Able to manage tasks systematically and effectively.
Pass <i>'Good'</i> <i>'Satisfactory'</i>	58 55 52	Understanding of the tools and techniques of Operations Management and Digital Transformation	Appropriate use of critical argument with some awareness of existing and emerging issues in the wider operations and digital transformation context. Some limitations, but largely correct use of scholarship and advanced enquiry techniques in the discipline. Some limited original ideas or interpretation.	Appropriate organisation of report. Satisfactory language and style with largely correct citations and matching reference list. Consistent use of appropriate referencing style. Able to manage tasks effectively.
Fail	48 45 42	Limited understanding of the tools and techniques of Operations Management and Digital Transformation	Limited use of critical argument with some gaps in awareness of existing and emerging issues in the wider context of operations and digital transformation. Limited use of scholarship and advanced enquiry techniques in the discipline. Limited or absent originality.	Lack of organisation of report. Some areas of satisfactory language and style with citations and reference list containing some errors, omissions or inconsistencies. Some lack of ability to manage tasks systematically and effectively.

Fail	38 35 32	A very limited understanding of Operations Management and Digital Transformation and very little evidence of the coherent application of module-specific tools and techniques to the selected organisation	A very limited understanding of applicable and relevant techniques associated with operations and digital transformation. Little originality in the application of knowledge and techniques to evaluate and develop research and enquiry in the discipline. Very little originality in the application of knowledge and techniques to evaluate and develop research	Poor of organisation of report. Few areas of satisfactory language and style with citations and reference list containing many errors, omissions or inconsistencies. Lack of ability to manage tasks systematically and effectively. Significant departure from the word limit.
Fail	25 20 10 0	<p>Poor or absent understanding of the tools and techniques of Operations Management and Digital Transformation</p> <p>Poor or absent ability to interpret current issues in the context of emerging knowledge in the discipline</p> <p>Poor or absent understanding of applicable and relevant techniques.</p>	Poor or absent awareness of issues and of their significance in the wider context operations and digital transformation with several omissions and errors in knowledge. Lack of and/or confused critical argument. Poor or absent originality in the application of knowledge and techniques.	Lack of organisation of report. Substantial errors in English; unable to communicate discipline specific content; very poor or absent referencing. Unable to act autonomously to manage complex learning tasks. Significant departure from the word limit.