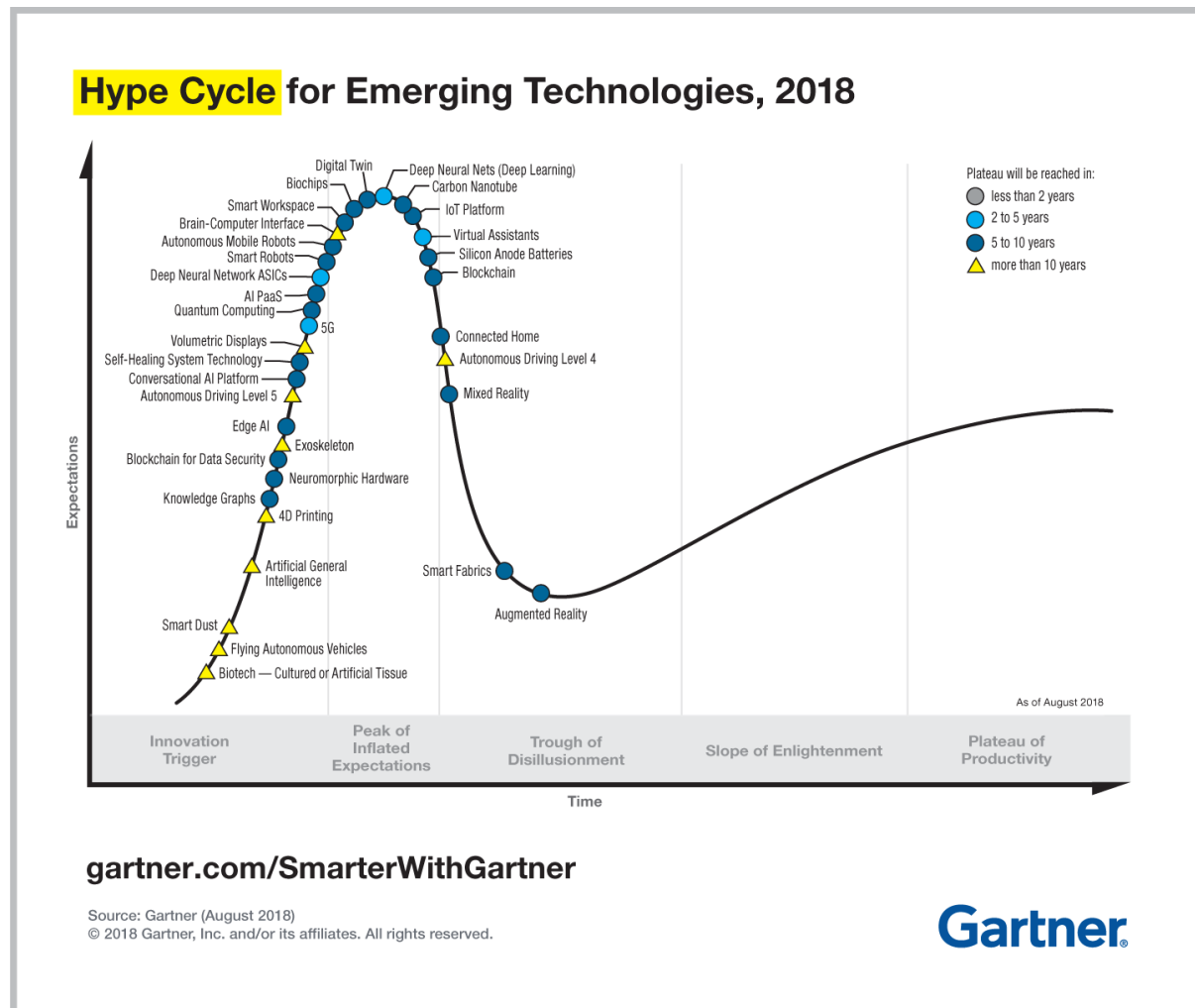


MN204 Introduction to Management Information Systems

Individual Project (50%)

The individual project involves carrying out a literature review on one of the key emerging or disruptive technologies employed by organisations in increasing their competitiveness, sustaining their competitive advantage, and creating new markets. These technologies include among others Business Analytics, Artificial Intelligence, Big Data, Customer Relationship Management, Social Computing, (Social) Media Analytics, Blockchain, Internet of Things, Robotics, Industry 4.0, and 5G. The figure below provides more examples of emerging and possibly disruptive technologies identified by Gartner.



Source: <https://www.gartner.com/smarterwithgartner/5-trends-emerge-in-gartner-hype-cycle-for-emerging-technologies-2018/>

You are required to write a review of literature on the **adoption of a disruptive or emerging technology in a chosen industry**. Your review should address the following sub-topics or themes:

1. Provide a detailed background of the chosen disruptive or emerging technology
2. Describe the chosen industry in which the technology will be used
3. Describe the impact (or potential impact) of the technology in the industry, or how it is being used to create new markets in the industry, or how it is used for competitive advantage
4. Explain the challenges associated with the use of the technology in the industry
5. Conclude with future developments of the technology and implications for the industry

Assignment Output

The output of the assignment will be a report detailing the findings in a Microsoft Word file. The report should be a minimum of 2,000 words and a maximum of 2,500 words excluding references.

Assignment Report Submission

Deadline Date: assignments must be submitted on or before **April 28, 2021**. Reports will be submitted electronically (in MSWord) to Moodle (via Turnitin). The assignment will only be deemed to have been submitted when the electronic copy has been received. Reports should have a cover sheet stating student name, student number, module title, word count, and date of submission.

Marks for the assignment

The assignment will comprise 50% of the marks for this course. Marks will be awarded for originality and relevance, structure, arguments, methodology, quality of references and insights presented. Marks will be awarded based on the rubric below.

Marking Criteria	Requirements	Marks available
Explanation of technology	A detailed description of the technology including its features	20
Industry Description	Analysis of industry including its dynamics and reveal gaps in the market	20
Impact on Industry	What will the impact on the Industry be? What new market will be created by the disruption? How is the technology being used for competitive advantages?	30
Challenges	Clear identification of relevant challenges and how they may affect the use of the technology in the industry	10
Conclusion	Clear synthesis of findings, the expected future developments of the technology, and how it may affect the industry	10
References	Do they reflect high-quality sources?	10

Plagiarism

To plagiarize is to take and use the thoughts, writings, or inventions of another person and to present them as your own. To do so is a serious offence. If you use another person's work in any form you must reference it, either as a source of your thoughts or as a direct quotation. Any reference cited in the assignment report must appear in the list of references. Each reference must contain all data necessary for identification and library research. **All assignment reports will be analysed for plagiarism using Turnitin and possibly other plagiarism tools.**

Dr Adegboyega Ojo & Dr Umair UI Hassan

MN204 Lecturers

23 March 2021