



SCHOOL OF BUSINESS

TMGT 3856 FA 2019
Management Information Systems
Group Case Assignment (GCA)

Groups have a choice:

I. Security Breaches

Equifax and Yahoo 2017 Data breaches

- a. Use the Sony case **questions as a guide** Page 272/273 in the textbook
- b. Compare and contrast the two events
- c. What lessons learned from the Sony breach were ignored in these two contemporary data breaches?

OR

II. ERP implementation

✓ **Window on management:**

- **Canada Post automates data entry with SAP** - Page 285/286 in the textbook

OR

✓ **Window on technology:**

- **Customer Relationship Management heads to the cloud** - Page 295/296 in the textbook

OR

III. Industry disruption

You may select a contemporary disruptive technology subject:

- 1- **FinTech** - FinTech is a portmanteau of financial technology that describes an emerging financial services sector in the 21st century. Originally, the term applied to technology applied to the back-end of established consumer and trade financial institutions.

OR

- 2- **InsurTech** - InsurTech refers to the use of technology innovations designed to squeeze out savings and efficiency from the current insurance industry model. InsurTech is a portmanteau of “insurance” and “technology” that was inspired by the term FinTech.

How are these innovative approaches and technologies disrupting the industry status quo?

Some **suggestions** (but not limited to) include identifying, analyzing and reporting on:

- ✓ the emerging technology (what is it)
- ✓ its genesis (where did it come from or how did it come about)
- ✓ the players involved (innovators)
- ✓ early adopters (initial users)
- ✓ Current market status
- ✓ your analysis of the technology and its potential future impacts & risks and
- ✓ your conclusions

These suggestions are guidelines only. **Please use your imagination, curiosity and creativity.**

Instructions:

GCA Preparation

1. Review the Blackboard (Bb) “About Course Groups” document
2. Review the help section for students in Bb on working in groups
3. Review the “Hands-on Guide: How to Analyze a Case Study” document

Case work

1. Research, analyze and assess the chosen case or disruptive technology – **A business report output is expected.**
2. Prepare a (approximately 1000 - 1200 words) report including:
 - a. An executive summary (introduction / statement of problems or issues)
 - b. For the textbook cases - use external resources to supplement and complement the textbook material
 - i. **Use the text case questions as a guide only**
 - c. The group’s research and analysis of all sources to support your conclusions
 - d. A conclusion demonstrating your perspective and your understanding of the IS and business issues identified
 - e. Any reference materials or citations other than the textbook (APA format)

Submission requirements

1. The **business report** (case output) is to be submitted as a **Word document** via the Assignments folder

2. Submit your assignment via the Blackboard (Bb) assignment folder before 11:59 pm Monday November 25 2019.

3. Identify your submission files as follows:

- a. Section number-Group #-Case
i.e. 8X1 - group # 2 – Equifax Yahoo
- b. Assignments submitted **late** or **not through Bb** will be assessed a **15% penalty**.

4. Blackboard group journal documentation:

Please use the Group journal in Blackboard to identify and document:

- ✓ Member participation
- ✓ Activities or milestones and
- ✓ Any issues or problems

Group members not participating or contributing to the assignment will not receive the group grade. Include a list of group members with % participation for each member. The journal will be used to determine if any group member should receive a different grade than the group.

Evaluation

TMGT 3856 (FA 2019)
Management Information Systems
Group Case Assignment Evaluation

Group: _____ Sections: **801-881**

Written Evaluation Component	Grade %	Comments / Student Notes
Content ➔ Substance ➔ Relevance ➔ Clarity ➔ Comprehensiveness - use of appropriate external sources ➔ Critical Analysis ➔ Compelling case	/60	
Style ➔ Readability ➔ Flow ➔ Articulation	/20	
Effort ➔ Research ➔ Sources (use of external sources) ➔ Comprehensiveness ➔ Overall quality ➔ Submission followed directions	/20	
Total	/100	

Grade	/15	
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Additional comments:

Document grading legend:

Green = good argument / statement / observation or conclusion

Yellow = awkward structure / bad grammar / poor flow

Red = flawed logic / erroneous statement / error

Blue = DHP comment

TMGT 3856 Group Case Assignment Evaluation

Grading rubric

Category	1 Poor	2 Limited	3 Average	4 Good	5 Excellent
Content	Information presented lacks significant details; poor organization.	Many details missing.	Information presented gives a basic overview, without much detail.	Most details present, logical organization.	Superior organization information and conclusions, extensive use of external sources
Style	Student does not understand their own material.	Organization needs significant improvement; material does not flow logically.	Good format organization and style Comfortable with material and articulation.	Very Good format, organization and style. Very comfortable with material and articulation.	Superior format and organization of material and articulation.
Quality/Effort	Information is cluttered or unclear or irrelevant or disconnected	Difficult to understand how topics relate together.	Reasonable presentation of material	Consistent quality Topics relate well to each other.	Superior presentation of argument: Clear Understandable Articulate Comprehensive