



BUS6010

Business Transformation

Podcast

Date for Submission: Please refer to the timetable on ilearn

**(The submission portal on ilearn will close at 14:00 UK time
on the date of submission)**

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Version: V5



Assignment Brief

As part of the formal assessment for the programme you are required to submit a **Business Transformation** assignment. Please refer to your Student Handbook for full details of the programme assessment scheme and general information on preparing and submitting assignments.

Learning Outcomes:

After completing the module, you should be able to:

On successful completion of this module students will be able to:

1. Critically assess the drivers of digital business transformation
2. Evaluate the potential impact of future digital transformation on an organisation
3. Critically analyse the role of existing technology in a modern organisation
4. Assess the need for procedural and social change to support digital transformation objectives within an organisation
5. Discipline Expertise: Knowledge and understanding of chosen field. Possess a range of skills to operate within this sector, have a keen awareness of current developments in working practice being well positioned to respond to change.

All learning outcomes must be met to pass the module.



Guidance

Your assignment should include: a title page containing your student number, the module name, the submission deadline and the exact word count of your submitted document; the appendices if relevant; and a reference list in AU Harvard system(s). You should address all the elements of the assignment task listed below. Please note that tutors will use the assessment criteria set out below in assessing your work.

You must not include your name in your submission because Arden University operates anonymous marking, which means that markers should not be aware of the identity of the student. However, please do not forget to include your STU number.

Maximum word count: 1000 words

Please refer to the full word count policy which can be found in the Student Policies section here: [Arden University | Regulatory Framework](#)

Please note the following:

Students are required to indicate the exact word count on the title page of the assessment.

The word count includes everything in the main body of the assessment (including in text citations and references). The word count excludes **numerical data in tables, figures, diagrams, footnotes, reference list and appendices. ALL other printed words ARE included in the word count.**

Please note that exceeding the word count by over 10% will result in a 10-percentage point deduction.



Assignment Task

Create a podcast which critically assesses two drivers of Business transformation.

(1000 words)
(20 marks)
(LOs:1)

End of questions



Formative Feedback

You have the opportunity to submit a draft of your audio transcript to receive formative feedback.

The feedback is designed to help you develop areas of your work and it helps you develop your skills as an independent learner.

If you are a distance learning student, you should submit your work, by email, to your tutor, no later than 2 weeks before the actual submission deadline. If you are a blended learning student, your tutor will give you a deadline for formative feedback and further details.

Formative feedback will not be given to work submitted after the above date or the date specified by your tutor - if a blended learning student.

Referencing Guidance

You **MUST** underpin your analysis and evaluation of the key issues with appropriate and wide ranging academic research and ensure this is referenced using the AU Harvard system(s).

Follow this link to find the referencing guides for your subject: [Arden Library](#)

Submission Guidance

Assignments submitted late will not be accepted and will be marked as a 0% fail.

Your assessment can be submitted as a single Word (MS Word) or PDF file, or, as multiple files.

If you chose to submit multiple files, you must name each document as the question/part you are answering along with your student number ie Q1 Section A STUXXXX. **If you wish to overwrite your submission or one of your submissions, you must ensure that your new submission is named exactly the same as the previous in order for the system to overwrite it.**

You must ensure that the submitted assignment is all your own work and that all sources used are correctly attributed. Penalties apply to assignments which show evidence of academic unfair practice. (See the Student Handbook which is available on the A-Z key information on iLearn.)



Assessment Criteria (Learning objectives covered - all)

Level 6 study represents the student's increasing autonomy and independence in relation to their knowledge, understanding and skills. At Level 6, students are expected to demonstrate problem solving skills in both practical and theoretical contexts. This should be supported by an understanding of appropriate theory, creativity in expression and thought based on independent but informed judgments. Students should demonstrate the ability to seek out, invoke, analyse, and evaluate competing theories and claims to knowledge and work in a critically constructive manner. Work at this level is articulate, coherent, and skilled.

Grade	Mark Bands	Generic Assessment Criteria
First (1)	80%+	<p>An outstanding knowledge base exploring and analysing the discipline, its theory, and any associated ethical considerations. The work demonstrates outstanding independence of thought and originality. There is outstanding management of learning resources, and a high degree of autonomy is demonstrated which goes above and beyond the brief.</p> <p>The work demonstrates intellectual originality and creativity. Writing is exceptionally well structured and accurately referenced throughout. Where appropriate, outstanding professional skills are demonstrated. The work is original and with some additional effort could be considered for internal publication.</p>
	70-79%	<p>An excellent information base within which the discipline is explored and analysed.</p> <p>There is considerable originality in the approach and the work demonstrates confidence and autonomy and extends to consider ethical issues. Learning resources have been managed with exceptional confidence and the work exceeds the assessment brief. Writing is exceptionally well structured and accurately referenced throughout.</p> <p>Where appropriate, an excellent level of professional skills are demonstrated and the work demonstrates a high level of intellectual and academic skills.</p>
Upper second (2:1)	60-69%	<p>A very good knowledge base which explores and analyses the discipline, its theory, and any associated ethical issues.</p> <p>There is evidence of some originality and independence of thought. A very good range of learning resources underpin the work and there is clear evidence of self-directed research. The work demonstrates the ability to analyse the subject and apply theory with good academic and intellectual skills. Academic writing skills are very good, expression is accurate overall, and the work is consistently referenced throughout.</p>



Lower second (2:2)	50-59%	A good understanding of the discipline which supports some analysis, evaluation and problem-solving within the discipline. There may be reference to some of the ethical considerations. The work shows a sound level of competence in managing basic sources and materials. Academic writing skills are good and accurate overall, and the work is planned and structured with some thought. Professional skills are good (where appropriate). The work may lack originality, but academic and intellectual skills are moving into the critical domain. The work is referenced throughout.
Third (3)	40-49%	Satisfactory level of performance in which there are some omissions in the understanding of the subject, its underpinning theory, and ethical considerations. There is little evidence of independent thought, and the work shows a basic use of sources and materials. Academic and intellectual skills are limited. The work may lack structure overall. There are some difficulties in developing professional skills (where appropriate). There is an attempt to reference the work.
Marginal Fail	30-39%	A limited piece of work in which there are clear gaps in understanding the subject, its underpinning theory, and ethical considerations. The work shows a limited use of sources and materials. Academic and intellectual skills are weak and there are errors in expression and the work may lack structure overall. There are difficulties in developing professional skills (where appropriate). The work lacks original thought and is largely imitative.
Clear fail	29% and Below	A poor performance in which there are substantial gaps in knowledge and understanding, underpinning theory and ethical considerations. The work shows little evidence in the use of appropriate sources and materials. Academic writing skills are very weak and there are numerous errors in expression. The work lacks structure overall. Professional skills (where appropriate) are not developed. The work is imitative.