



Assessment 3 Information

Subject Code:	DATA4900
Subject Name:	Innovation and Creativity in Business Analytics
Assessment Title:	Report: Complexity Science and AI
Assessment Type:	Individual report
Word Count:	2,000 Words (+/-10%)
Weighting:	40 %
Total Marks:	40
Submission:	via Turnitin
Due Date:	Tuesday 23:55pm (AEST) Week 9

Your Task

- This assessment is to be done individually.
- Students are to write a 2,000-word report using on **Complexity Science principles and AI in business** and submit it as a Microsoft word file via the Turnitin portal at the end of week 9.
- You will receive marks for content, appropriate structure and referencing.

Assessment Description

In this assessment, you will be writing an individual report that encourages you to be creative with business analytics, whilst also developing a response to brief containing a “wicked problem”, to be addressed using Complexity Science principles and Artificial Intelligence.

Urban Planning and design





Assessment Instructions

This assessment is set in the year 2023. Imagine that you are an expert in complexity science and manage staff using artificial intelligence. Land in your area has become scarce, however the populations is ever growing. There's a housing shortage and also evolving demand for many types of services, such as childcare centres, public parks, shops and recreation centres, and car parking. You have been asked to write a report on

1. how this issue can be viewed in terms of complexity science
2. how artificial intelligence can be used in urban planning, re-developing and design of facilities and infrastructure.

Your report should have

- an introduction (250 words)
- a section discussing urban planning and design in the context of complexity science (600 words)
- a section on the role of artificial intelligence in business (100)
- a section on how artificial intelligence is being used in urban planning and design (600 words)
- a section recommending how artificial intelligence can be used in conjunction with complexity science in the future for urban planning and design (250 words)
- a summary (200 words)
- At least ten references in Harvard format

Starting references:

<https://www.ura.gov.sg/Corporate/Resources/Ideas-and-Trends/AI-in-Urban-Planning>

<https://www.archdaily.com/937949/7-practical-applications-of-artificial-intelligence-in-urban-management>

<https://www.aiplusinfo.com/blog/artificial-intelligence-and-urban-design/>

[https://www.europarl.europa.eu/RegData/etudes/BRIE/2021/662937/IPOL_BRI\(2021\)662937_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2021/662937/IPOL_BRI(2021)662937_EN.pdf)

<https://www.devdiscourse.com/article/technology/1390962-future-of-urban-planning-artificial-intelligence-guiding-the-way>

<http://www.spatialcomplexity.info/files/2018/01/epb-2018-451.pdf>

<https://www.cmc-canada.ca/blog/Our%20Blog/ai-aint-disruptive-complexity-science-is>

<https://collections.unu.edu/eserv/UNU:6393/UNU-IAS-PB-No12-2017.pdf>

<https://apo.org.au/sites/default/files/resource-files/2019-12/apo-nid306021.pdf>

<http://nora.nerc.ac.uk/id/eprint/519672/1/N519672PP.pdf>



Important Study Information

Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

What is academic integrity and misconduct?

What are the penalties for academic misconduct?

What are the late penalties?

How can I appeal my grade?

Click here for answers to these questions:

<http://www.kbs.edu.au/current-students/student-policies/>.

Word Limits for Written Assessments

Submissions that exceed the word limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.



Assessment Marking Guide

DATA 4900 Assessment 1		Rubric /40		
Has demonstrated limited achievement:		Has achieved all or most of:		
Introduction, summary, structure and referencing				
0-5		6-10		/10
<ul style="list-style-type: none"> • Introduction irrelevant or too general • Summary irrelevant or too general • Summary or introduction doesn't connect with the rest of the report • Too few references • Irrelevant references or poor use of them • Incorrect referencing style • Little thought about structure of report 		<ul style="list-style-type: none"> • Introduction well written and engaging • Summary relevant • Summary and introduction flows well with the rest of the report • Correctly styled references • Correct use of at least 10 appropriate references • Good clean structure throughout report (e.g. titles of sections) 		
Urban planning in the context of Complexity Science				
0-5		5-10		/10
<ul style="list-style-type: none"> • Characteristics of urban planning and design not explained that well in context • Features of complexity science (adaptability, etc) not well understood or 		<ul style="list-style-type: none"> • Characteristics of urban planning and design explained well in context • Features of complexity science 		

applied	(adaptability, etc.) understood and applied in an engaging way	
<ul style="list-style-type: none"> No integration 	<ul style="list-style-type: none"> Good integration of concepts 	
Use of AI in business and urban planning and design now		
0-5	5-10	/10
<ul style="list-style-type: none"> General introduction to AI in business missing Ideas on how artificial intelligence is being used in urban planning and design are missing, irrelevant or too general Very few or no specific practical examples provided 	<ul style="list-style-type: none"> Good general introduction to AI in business Ideas on how artificial intelligence is being used in urban planning and design are relevant and engaging A number of good quality specific practical examples provided 	
Future use of AI in conjunction with complexity science in urban planning and design		
0-2	3-5	/5
<ul style="list-style-type: none"> Impractical or no thought regarding future use of AI in context No integration with complexity science 	<ul style="list-style-type: none"> Great ideas regarding future use of AI in context Ways of using AI in conjunction with complexity science are well described 	

Originality, Integration, grammar, and engagement

0-2	3-5	/5
<ul style="list-style-type: none"> • No original ideas • No novelty with regard to presentation of report • Sections not well integrated in terms of concepts • Poor grammar • Report not particularly engaging 	<ul style="list-style-type: none"> • Relevant and well thought out original ideas • Novelty with regard to presentation of report • Sections well integrated in terms of concepts • Good grammar • Report writing engaging • 	



Assignment Submission

Students must submit their individual document via TurnItIn on Tuesday of Week 9 at 23:55pm AEST.

This file must be submitted as a Microsoft Word document. Uploaded files with a virus will not be considered as a legitimate submission. TurnItIn will notify you if there is any issue with the submitted file. In this case, you must contact your lecturer via email and provide a brief description of the issue and a screen shot of the TurnItIn error message.

Students are also encouraged to submit their work well in advance of the time deadline to avoid any possible delay with TurnItIn similarity report generation or any other technical difficulties.

Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School's Assessment Policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the student's total Marks.
10 - 14 days	50% deducted from the student's total marks.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students.

*Assignments submitted at any stage within the first 24 hours after deadline will be considered to be one day late and therefore subject to the associated penalty.

If you are unable to complete this assessment by the due date/time, please refer to the Special Consideration Application Form, which is available at the end of the KBS Assessment Policy:

https://www.kbs.edu.au/wp-content/uploads/2016/07/KBS_FORM_Assessment-Policy_MAR2018_FA.pdf