



Assessment 4 Information

Subject Code:	MBA509
Subject Name:	Artificial Intelligence programming for business analytics
Assessment Title:	Instruction Manual
Assessment Type:	Instructional Manual and Reflection
Word Count:	1500 Words (+/-10%)
Weighting:	20 %
Total Marks:	20
Submission:	Turnitin
Due Date:	Friday, Week 13 (23.55pm AEST)

Your Task

1. Select one of the Python notebooks we developed on Google Colab.
2. Using this notebook, write an online guide / instruction manual for a general (non-technical audience).
3. Reflect on your experiences in MBA509.

Assessment Description

We have explored and created many machine learning apps written in Python using Google Colab. These apps demonstrated the different ways in which AI has been applied on both structured and unstructured datasets to derive insights.

Assessment Instructions

Section 1: Instruction Manual (10 marks)

The audience for the below is someone from your family who have never heard of AI before.

1. Select and provide **one** of your Python apps on Google Colab for assessment:
 - a. Name your app as follows: *student_id_fullname_AI/ML_task.ipynb*
 - b. Create a section title inside your app and briefly describe, in plain language, what the app does to a **non-specialist user audience**. (200 words)
2. Using your **one** app, write a guide, for **one of your family members**, that should: (500-600 words)
 - a. Describe the type of data that was used and explain the processes of data pre-processing and transformation.
 - b. Explain AI/ML algorithm(s) used to a non-technical audience.
 - c. Explain how AI learns and how it makes predictions.



Section 2: Reflection (10 marks)

Reflect on how this course has changed your view of AI and how it could be used in your future career. (500-600 words):

In your reflection you may want to consider:

- What were you most proud of in doing MBA509?
- What difficulties did you have to overcome during the course?
- What did you learn about AI/ML?
- What advice would you have for a student doing MBA509 next trimester?
- What applications does AI have and will have in the future?



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

MBA509 Assessment 4		Rubric /20		
Section 1: Instruction Manual				
0-5		5-10		/10
Has demonstrated limited achievement: Explained the AI app in a technical way, including unnecessary jargon. Was unable to identify information relevant to facilitate the understanding of a non-specialist audience.		Has achieved all or most of: Explained the function, operation and application of an AI app in a clear way to a non-technical audience, such as a family member. Identified information which is relevant to someone wanting to understand how the app works and what it does.		
Section 2: Reflection				
0-5		5-10		/10
Has demonstrated limited achievement: Was unable to self-reflect with reference to relevant personal experience. Was unable to link experiences from the course with changes in their perspectives or career prospects.		Has achieved all or most of: Self-reflects with reference to relevant personal experiences. Evaluated how exposure to AI has influenced their outlook and how this knowledge may impact their career.		