



Assessment 3 Information

Subject Code:	MBA633
Subject Name:	Real-world Business Analytics and Management
Assessment Title:	Ethical Dilemma
Assessment Type:	Individual written analysis
Length:	1500 words (+/- 10% allowable range)
Weighting:	30%
Total Marks:	100
Submission:	Online
Due Date:	Week 13

Your task

Individually, you are required to analyse the case study scenario and prepare a report recommending solutions to the ethical management of data.

Assessment Description

This assessment will allow students to create an inventory of tangible tools and intangible resources essential to digital data analysis and management. It will also enable students to examine ethical issues associated with the accumulation of analytics, data and technology, evaluate strategies for advanced data analysis, and how interpreting these results can inform decision-making and business direction.

Assessment Instructions

Facial Recognition Technology (FRT) is a way to identify an individual's face via biometrics. It does this by mapping facial features from images or videos and comparing them to a database of known faces. It aims to find a match between the scanned face and someone in the database. This allows for identifying and verifying individuals, which has many valuable applications. FRT is currently widely used, and this usage is only expected to grow. For example, FRT is currently used when unlocking phones, boarding flights, and searching for missing people.

Specifically, the case of NAB bank, which plotted this technology, allowing customers to verify their identity digitally. The FRT technology allows customers to take a picture of their identification (ID) document (for example, a driver's licence) on their mobile. They could then provide images or videos of themselves. The FRT would then compare the image on their ID document with the one they supplied to verify their identity.

You have been approached by NAB bank to provide your expert opinion on the following questions, having gathered qualitative and quantitative data to use Artificial Intelligence (AI) and Machine Learning in the health and wellbeing industries:

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- What potential implementation challenges for FRT regarding data privacy and security?
- What can be some of the ethical issues that may arise when implementing FRT for NAB bank?
- Give at least 3 recommendations for the designing of the code of conduct for FRT application.

In preparing your submission, please adhere to the following structure:

- Title page
- Table of Contents
- Executive Summary (not in the total word count)
- Introduction of FRT and rationale for its AI application
- Privacy, security, and ethical concerns
- Recommendations
- Conclusion
- References

At the very least, **you should use ten (10) sources of information and reference these in accordance with the Kaplan Harvard Referencing Style**. These sources should be presented in the video as in-text citations and a reference list at the end of your written submission.

Assessment Submission

This file must be submitted as a 'Word' document to avoid any technical issues that may occur from an incorrect file format upload. Uploaded files with a virus will not be considered as a legitimate submission. MyKBS will notify you if there is an issue with the submitted file. In this case, you must contact your workshop facilitator via email and provide a brief description of the problem and a screenshot of the MyKBS error message. You are also encouraged to submit your work well in advance of the deadline to avoid any possible delay involving the Turnitin similarity report or any other technical difficulties that may occur.

Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School's "late assignment submission penalties" policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the total marks available
10 - 14 days	50% deducted from the total marks available.
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 the deadline will be considered to be one day late and, therefore, subject to the associated penalty

For more information, please read the full policy via the following link:

<https://www.kbs.edu.au/about-us/school-policies>

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:

<https://www.kbs.edu.au/about-us/school-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.

MBA633 Assessment 3 Marking Rubric – Case study analysis 30%

Marking Criteria (_/100)	F (Fail)		P (Pass) 50 – 64%	C (Credit) 65 – 74%	D (Distinction) 75 – 84%	HD (High Distinction) 85 -100%
	0 – 34%	35 – 49%				
Executive Summary ___/5 marks	You have written a summary that is unclear and/or vague. It does not cover the significant findings of your report.	You have written a somehow clear summary. It barely covers the significant findings of your report.	You have written a basic summary that partially covers the significant findings of your report.	You have written an adequate executive summary that covers most of the significant findings of your report with some recommendations.	You have written a detailed executive summary that covers all of the significant findings of your report and recommendations.	You have written a comprehensive executive summary that covers all of the significant findings of your report, including recommendations.
Industry research to justify the implementation of AI and FRT ___/25 marks	Your introduction to FRT and the rationale of its AI implementation are unclear and vague. It has demonstrated your limited understanding of the topic.	Your introduction to FRT and the rationale of its AI implementation are somehow clear. It has demonstrated your developing understanding of the topic.	Your introduction to FRT and the rationale for its AI implementation are quite clear. It has demonstrated your adequate understanding of the topic.	Your introduction to FRT and the rationale for its AI implementation are clear. It has demonstrated your sufficient understanding of the topic.	Your introduction to FRT and the rationale for its AI implementation are clear and detailed. It has demonstrated your comprehensive understanding of the topic.	Your introduction to FRT and the rationale for its AI implementation are specific and crystal clear. It has demonstrated your expert understanding of the topic.
Data ethical privacy and security concerns ___/25 marks	Your determination and reflection on the data ethical privacy and security concerns are irrelevant and not alignment with the proposed AI and FRT implementations.	Your determination and reflection on the data ethical, privacy and security concerns are somehow relevant and aligned with the proposed AI and FRT implementations.	You have determined and reflected on some ethical, security, and privacy-related concerns by providing a basic justification and an alignment with the proposed AI and FRT implementation.	You have determined and reflected the majority of the ethical, security, and privacy-related concerns by providing an adequate justification aligned with the proposed AI and FRT implementation.	You have determined and reflected the most ethical, security, and privacy-related concerns by providing sufficient justification and alignment with the proposed AI and FRT implementation.	You have determined and reflected all important ethical, security, and privacy concerns by providing expert justification and alignment with the proposed AI and FRT implementation.
Recommendations ___/30 marks	Your recommendations on the designing of the code of conduct for FRT are not suitable, which shows your limited understanding of the topic in week 12.	Your recommendations on the designing of the code of conduct for FRT have been selected as suitable, showing your developing understanding of the topic in week 12.	Your recommendations have been selected for designing the code of conduct for FRT are adequately suitable, showing your understanding of the topic in week 12.	Your recommendations have been selected for designing the code of conduct for FRT showing your sufficient understanding of the topic in week 12.	Your recommendations have been selected for designing the code of conduct for FRT as immediate relevance to the concerns showing your comprehensive understanding of the topic in week 12.	Your selected recommendations for designing the code of conduct are entirely relevant to the concerns showing your expert understanding of the topic in week 12.
Conclusion ___/5 marks	You have drawn a conclusion that is unclear and/or vague. It does not justify nor cover the significant findings of your report.	You have drawn a conclusion that is somehow clear and/or vague. It barely covers or justifies cover the significant findings of your report.	You have drawn a basic conclusion that partially covers and justifies the findings of your report.	You have drawn a sufficient conclusion that covers and justifies most of the significant findings of your report.	You have drawn a comprehensive conclusion that covers and justifies most of the significant findings of your report.	You have drawn an expert conclusion that covers and justifies most of the significant findings of your report.
Format ---/5 marks	The format chosen for your report is inappropriate and lacks thought and consideration for the intended audience.	The format chosen for your report is almost appropriate for the intended audience.	The format chosen for your report is appropriate, but further attention to detail would improve its presentation.	The format chosen for your report is appropriate, but minor changes would enhance its presentation.	Your report is professionally presented and has been submitted in the appropriate format.	Your report is professionally presented and exceeds expectations for what is suitable for this type of document.
In-text citations and referencing ___/5 marks	Neither in-text referencing nor reference list adheres to Kaplan Harvard Referencing Style.	In-text referencing or the resultant reference list adheres to Kaplan Harvard Referencing Style, with many errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with many errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with some errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with only occasional minor errors.	Both in-text referencing and the resultant reference list adhere strictly to Kaplan Harvard Referencing Style, with no errors.

Feedback and grades will be released via MyKBS.