



Assessment Information

Subject Code:	MBA503
Subject Name:	Operations Management and Decision-Making Models
Assessment Title:	Assessment 1 - Short Answer Questions
Weighting:	30%
Total Marks:	100
Due Date:	Monday of Week 5 at 23.55 AEST

Assessment Description

Submission: Turnitin

Length: 500 words per question, +/- 10%

Late submission possible: Published Kaplan penalties apply for late submissions

Assessment brief

Using the two quotations presented on the next page as an initial focus point, comprehensively answer each of these questions:

1. Amazon began as an on-line book retailer. How has it grown to be known as the "everything store"?
2. What aspects of Amazon's operations management are based on the increased globalisation of world trade?
3. Amazon's marketplace focuses on smaller sellers and manufacturers by linking them with a huge customer base and fulfillment program. Can e-commerce ever truly replace the in-person shopping experience?
4. What are (or could be) the real long-term implications of the increased presence of Amazon to the Australian Retail Industry?

You are expected to conduct sufficient research into the topics that will help you construct your answers, and the research is to be used to support your statements and assertions. As a guide, you are expected to use a minimum of 5 references per question. The use of contemporary (recent) publications will be valued in assessing the quality of research. The references must be authoritative and not sourced from Wikipedia, Slideshare, Businessballs or other non-academic sources.

The Harvard Referencing System must be used for the references and citations. The document must be submitted through Turnitin. Any evidence of academic misconduct (plagiarism) will attract the appropriate penalty as published in Kaplan's policies and guidelines. These penalties include the possibility of being given a mark of zero for the assessment.

Any student who is not sure of how to meet the requirements of this assessment is encouraged to discuss the issue with their facilitator at the earliest opportunity.

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How Amazon Is Changing Supply Chain Management

“The rate of Amazon’s innovations in supply chain management has been mesmerizing. The rate of change has been incredible, making it difficult for lower volume competitors to keep up. Amazon is forcing its major competitors to invest more in supply chain automation, lessen the overall product delivery time, increase the number of warehouses, and even engage in product manufacturing. Amazon is already out of reach for most online e-commerce competitors. At the same time, its acquisition of Whole Foods is another bold declaration of its move into bricks and mortar, further emphasizing the convergence of traditional retail and e-commerce strategies.

Most importantly, Amazon’s unique supply chain strategies and continuous technological innovations have already changed the way supply chain management works. With impending advances in robotics, drones and other autonomous vehicles, one can only guess what the future holds for Amazon.”

(<https://www.thebalancesmb.com/how-amazon-is-changing-supply-chain-management-4155324>)

The secrets behind Amazon's success

"Patience, relentless investment and serial innovation have helped Jeff Bezos’s company 'shred the competition'.

At some point in the near future, 85% of the world’s products will be available on Amazon. That was the startling view, privately expressed, by the head of consumer markets at a big global management consultancy to me two years ago. This was the goal, he said, towards which chief executive officer Jeff Bezos was marching Amazon. Once reached, this would be a strategic, operational and financial game changer for the business."

(<https://www.cips.org/supply-management/analysis/2016/february/the-secrets-behind-amazons-success/>)

Criterion	%	Fail	Pass	Credit	Distinction	High Distinction
Answers the reports tasks	25	Inadequate coverage of the stated key requirements of the Report	A basic examination of the context of the report is evidenced	A valid attempt has been made to exceed the stated minimum requirements of the report	Extensive investigation of the chosen topic is evident and all requirements of the report have been exceeded	An exhaustive coverage of all aspects of the topic relevant to workplace best practice and operational efficiency
Issue Identification and Topic Coverage	25	An inadequate coverage of only the simplest elements of the topic	A basic coverage of only the key aspects of the topic and lacking much insight into its use in industry	The report clearly demonstrates that the student has a sound knowledge of the topic and applications to industry.	Clear and unambiguous identification of most elements considered to be important to the topic. Direct application to industry is evident.	Near expert demonstration of a deep understanding of the topic and its applications in industry
Evidence of Research and Development of Opinion or Argument	25	No obvious logic in the report. No opinions or arguments are offered Little or no recognition of existing research or even elaboration of material presented in lectures and tutorials	There has been a basic attempt to develop a thread of argument or opinion to support information presented Some appropriate discussion of concepts presented in lectures and tutorials but the evidence of investigation into alternative sources of information is minimal	The report demonstrates a good understanding of the need to offer arguments or opinions in support of information presented or recommendations made. There has been an adequate use of existing research in the report to supplement the basic knowledge gained in lectures and tutorials	The report is strengthened by the underlying arguments, opinions or industry examples provided. Relevant research has been clearly identified, analysed and utilized in formulating report content and development of recommendations	As for Distinction Grade but in addition primary research methodologies such as staff interviews and questionnaires are also utilized to strengthen report Relevant research is evident throughout the report and properly used to gain insights into current best practice in the topic discussed
Structure Executive Summary Language and Grammar Layout and Referencing	25	Does not provide a summary of activities nor provide recommendations relevant to the chosen topic Poor use of spelling and grammar. No consistency of style. Lack of any evidence of proof-reading No clear structure to report and poor design layout. Faulty or no referencing of sources	Contains a simple summary of the main activities of the student in compiling the report but does not clearly present actionable recommendations. There are frequent and obvious spelling and language mistakes that have not been identified by the student. Layout difficult to read and follow with poorly designed indexing. The referencing is inconsistent.	Competent summary of key student activities demonstrating a clear understanding of the report requirements. Recommendations are evident but no definite implementation strategies are stated or emphasis placed. There is only occasional evidence of inappropriate grammar and spelling but this does impact on the quality of the report. There is an obvious structure to the Report that permits the reader to follow the information presented. References are listed and cited appropriately	Contains a concise and sequential summary of the student's activities. Recommendations are clear and prominent and are accompanied by implementation plans The Report is well- structured and uses a variety of visual elements to emphasise concepts and physical detail. The language is clear and concise. The Report is well- structured and uses a variety of visual elements to emphasise concepts and physical detail. The layout is clear and sources are appropriately referenced.	As for Distinction grade but in addition the Executive Summary flows in a way to immediately capture the interest of decision-makers who are reading the Report The language and grammar is correct throughout the report and adds to the "readability" of the document The Report captures all of the important information in a highly structured, seamless and attractive format. The report is professionally assembled and referencing is appropriate and concise.