

IT Concepts to Business Decisions (15 Marks)

Case 4.2 Business Case: Carnival Seeks to Keep Passengers Happier at Sea with IoT, NFC and Edge Computing

A case study is a puzzle to be solved, so before reading and discussing the specific case questions below, develop your proposed solution by following these five steps:

Read the case study to identify the key issues and underlying issues. These issues are the principles and concepts of the course module which apply to the situation described in the case study.

Record the facts from the case study which are relevant to the principles and

concepts of the module. The case may have extraneous information not relevant to the current course module. Your ability to differentiate between relevant and irrelevant information is an important aspect of case analysis, as it will inform the focus of your answers.

Describe in some detail the actions that would address or correct the situation.

Complete this initial analysis and then read the case study questions that follow here. Typically, you will already have the answers to the questions but with a broader consideration. At this point, you can add the details and/or analytical tools required to solve the case.

Case Study Questions:

- Why did Carnival Cruise Line think the OceanMedallion would help increase their cruise sales?
- What is the services component of the OceanMedallion called and what technologies does it use?
- On how many Carnival cruise ships is the OceanMedallion used?
- What services does the OceanMedallion Class offer to passengers?
- What benefits do passengers enjoy from using an OceanMedallion?

Your well-written report should be 4-5

pages in length, not including the title and reference pages. To make it easier to read and therefore grade, make sure you clearly delineate each section of your answer so it can be matched with the relevant question. Use Saudi Electronic University academic writing standards and APA style guidelines, citing at least two references as appropriate. Review the grading rubric to see how you will be graded for this assignment.

Textbook:

Pollard, C., Turban, E., & Wood, G. (2018). Information technology for management: On-demand strategies for performance, growth, and sustainability (11th ed.). John Wiley & Sons, Inc. ISBN: 978-1118890790; eBook ASIN: B07F7R7L6K.