

Business administrators must evaluate how organizations operate within their historical development, industry context, and global environment. Effective administration requires analyzing organizational needs across areas such as leadership, operations, and change management. In today's business landscape, effective administration also includes understanding how AI can be leveraged to optimize decision-making, enhance efficiency, and maintain competitiveness. This assessment will help you develop your research skills and apply AI-driven insights to strategize effectively for your chosen organization's future needs, structure, leadership, and change management. Additionally, this assessment emphasizes the ever-expanding capabilities of AI and its role in shaping business strategies.

Assessment Preparation

Read the following scenario: Imagine you're an analyst on the business administration team that has been hired by a global organization (the business you selected in your Assessment Preparation Activity in the Learning Resources folder) to consult on how they can improve their efficiency. However, before you can dive into recommendations, you need to analyze the needs of the business and present your findings to your team leader. Your team will rely on this information for the background information for future reports and presentations.

Conduct further research for the following information about your selected organization:

- Organization's strengths, weaknesses, opportunities, and threats (SWOT)
- Other companies in the same industry
- AI tools used in the industry, including how AI is used by other companies in the industry
- Key management functions for developing business opportunities in the industry

Assessment Deliverable

Create a 525- to 700-word detailed needs analysis outline for your team lead that provides information on the organization, its industry, and its AI business opportunities. Use the information you collected in the Assessment Preparation Activity: Organization Research, where applicable. Include the following headings and information in your outline:

- Organization Overview
- Summarize the organization's mission, vision, and significant milestones. Explain the importance of this information when analyzing the needs of the organization in a global environment.
- Analyze the SWOT findings. Explain how the weaknesses and threats can be turned into opportunities. Consider how the organization currently uses AI.
- Industry Context and AI Opportunities
- Identify 2 other public companies in the same industry that are using AI.
- Explain how these companies are using AI to gain competitive advantages.
- AI-Driven Business Opportunity
- Propose 1 AI-driven business opportunity that your organization could pursue to improve its competitive position, based on the SWOT analysis.

- Explain how this opportunity addresses current market trends or unmet customer needs.
- Describe how AI will play a critical role in the development and success of the opportunity. Be specific about the AI technologies (tools or platforms) or methods involved and why they are essential. If helpful, provide examples to illustrate your idea.
- For example: If your organization is a cruise line, you could propose an AI-powered "Personalized Cruise Concierge" app. This app could use machine learning to recommend activities, dining options, and excursions based on guest preferences, past travel history, and real-time data like weather or crowd levels. This idea promotes the demand for personalized travel experiences and helps guests focus on the onboard options they are most likely to find interesting or valuable. AI would be critical for analyzing guest data, providing real-time recommendations, and improving the overall customer experience.
- Identify 1 key management function (planning, organizing, leading, or controlling) that is critical for developing and implementing the proposed AI-driven business opportunity.
- Discuss how this function enables the organization to use AI ethically and strategically, addressing potential risks and aligning with the organization's goals. Use evidence from your SWOT analysis or examples to support your argument.

Note: Use the organization's website and other reputable outside sources to build knowledge of the organization. This information may not be stated specifically in available documents. You will have to use what you learn to infer what the information is likely to be.

Formatting Requirements

The outline must be clearly formatted with headings for each section, including references. Use concise language and provide enough detail to demonstrate your understanding of the organization, its strategic opportunities, and the role of AI in its future trajectory.

Make sure you **address** all the parts of the [grading rubric](#).

Submit your assessment.

Note: To pass a competency assessment you must receive at least a **Meets Expectations (ME)**. You can resubmit your competency assessment a maximum of 2 times. You will receive feedback for your competency assessment. Use that feedback to make improvements before revising and resubmitting. This is an opportunity to learn and build mastery.

Assessment Support

- Use the [Find a Company Profile](#) page from the University Library to search for the company profile of your selected business for information. This profile may have information on company financials, competitors, and other reports.
- Review the [Find or Create a SWOT Analysis](#) page from the University Library for guidance on finding and using a SWOT analysis.

Dr. Duncan's Recommended Resources:

MASTERY TIP: Apply premium resources from the course Learning Sources and library research databases. Otherwise, CREDIBLE public domain sources found at the end of a Google search or AI query can earn a Meets Expectation. You're paying a lot of money for the knowledge and tools in the course and Library. Tapping that value is a key to Mastery, while it will differentiate you from everyone else with a search engine.

- [COMP1 Demonstration Video >](#)
- [UOPX Library Business Research Guide >](#)
- [Find or Create a SWOT Analysis>](#)
- [Dr. Duncan's "Demystifying environmental analysis to build a strategic lifeline in turbulent environments"?](#)
- [Automating citations and references in Microsoft Word >](#)
- [How to Use Outline View in Microsoft Word](#)

Research Companies

- [Get Started with Company Research](#)
- [Conduct an Environmental Scan](#)
- [Find a Company Report](#)
- [Find a Company Profile](#)
- [Find an Annual Report](#)
- [Find or Create a SWOT Analysis](#)