Application

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**BSM274**

**Final Project**

**Final Project Guide**

As the final step in the journey toward completing the management information systems program, students will complete a project that integrates the knowledge and skills they have developed in prior MIS courses and throughout the duration of this program. Students will choose an applied project and will arrange to execute the project under the supervision of an MIS faculty member. This project will develop technical, conceptual, writing, fundraising, teamwork and project management skills.

The project will include the following: a comprehensive business plan, database design, website design and/or software development. The student will work with the instructor and consultants to identify a project. The work is expected to meet the highest professional standards. The final project will also be formally presented as a face-to-face presentation in a format to be determined by the instructor.

**The project consists of THREE parts:**

* **Business plan**
* **Practical project (Website or App)**
* **Presentation**

**WRITTEN REPORT GUIDELINES**

Your business plan report requires you to bring together the concepts covered in this course and apply them in a specific and practical way to ensure the quality of final submissions. Your report should be between **5 to 10 pages** and should include the following:

1. **Title Page:** Your title page should be clean and simple. Here’s what to include in it:
2. Title of the document (i.e. Business Plan)
3. Business Name and Logo
4. Group Members (n alphabetical order)
5. Course Title, Name of Instructor and Date of Submission.
6. **Table of Contents** (with Page Numbers). Listing of the key sections of the business plan and where they can be found in the document.
7. **Introduction.** Include a one to two pages introduction. This should provide an overview of the project and summarize what you will cover in your report.
8. **Executive summary.** (A short summary of the main points of your business plan). The executive summary is intended to convince the readers of the attractiveness of the project and to interest them so that there is a desire to view the other sections of the business plan.
9. **Problem description.** (Discuss and explain the various aspects of the problem)

Even though the market is full of different solutions, consumers always face some obstacles and complications. You need to find these problems and identify the one that you can solve. Analyze your target audience’s needs at the moment, why the existing solutions do not satisfy these needs, and what you can offer to solve this problem.

1. **Description of the proposed system.**

In this section, you introduce your system (app/website) but do not go into feature details on how your system works. Generally highlight what your system will do to make app users happy. You can include:

* 1. Information requirements analysis (How did you discover the information requirements of the system?)
  2. Hardware, Software and Database being used.
  3. Benefits of using the system. (What contribution it will make to addressing the problem)

1. **Market analysis:** Write a brief background summarizing the information you about the industry your operating in, the target market and the competitors.
2. Industry analysis
3. Target market (Who are your ideal customers?)
4. Competitive analysis (Who are you up against and what differentiates your business?)
5. **SWOT Analysis of the business**:

SWOT analysis is a roadmap for how you should move forward with your business. Create a detailed list of your strengths, weaknesses, opportunities and threats.

1. **Sales & Marketing:** How the business will reach target customers and sell its product/service? (Social media, PR, or paid advertising?)
2. **Financials (if applicable):** Describehow much will go in and how much will go out. Provide a proposed budget and describe the main sources of costs and income.
3. **Operations and development:** Provide information on how a product will be produced or a service provided, including description of design, raw materials, and processing requirement and facilities (location, space, and equipment).
4. **Conclusion**

All group members must have read and approved the submitted report since their names are on it.