It is valuable to generate an executive document that shows a portfolio of IT proposals for the company under study, where the student applies the knowledge and skills acquired in class and the experience of their professional performance during the Software Engineer Educational Program. The main purpose is that students know the implications related to the implementation of a solution that strategically poses the management of IT in an organization.

This document presents the guidelines for the development of the final project of the Information Technology for Business (ITB) course. This guide includes the requirements, the expected content, as well as the information regarding the presentation format.

Objective:

Present a formal document that shows the company's strategic technology plan, according to the knowledge acquired during the information technology for business course and ISW educational program.

Specific objectives:

- Link the business vision and the competitive strategy with the technology vision in order to achieve strategic improvements in the organization.
- Identify the problem, need, or opportunity of a technological proposal in a hypothetical company.
- Analyze a company according to its value chain and their primary and support activities.
- Identify the scope of different information technologies in companies.
- Generate value proposals based on information technologies to contribute to the achievement of the vision, mission, and objectives of the company under study.
- Define in a formal document a strategic plan project based on information technology.

Guidelines and Requirements:

- The document must contain hypothetical data from the case assign to you with adequate characteristics to develop and propose an information technology plan.
- Identify and describe a reference model that serves as a context to understand the future operation of the company.
- The work must be done in a team.
- The proposal must consider the external and competitive environment of the company under study in an ideal way.
- You must work to develop the strategic profile (vision, mission, competitive advantage, competitive strategy, business processes, value chain, etc.) which must be proposed and clearly described in the project.

Document structure

Cover sheet

- It must contain the logo of the institution
- Name of the project "Technological proposal for the company Company_Name"
- The name of the subject
- The teacher's name
- Name of the team members
- Date

Table of contents

- Use the topics of the Structure of the Strategic Planning document
- Use the numbering "Multilevel Scheme" (1. 1.1 1.1.1 etc.)
- Use Arabic numerals for pagination
- Use tabs aligned to the right filled with dots, example:

1. Introduction.

- The most important things are readability and clarity.
- Present and describe the objective.

- Contents of the Introduction will include
  o Company Name.
  o Type of business.
  O For the background (Brief history, main customers, products, competition, and business evolution) you must use your creativity to develop this part.
  o Analysis of strengths, weaknesses, threats and opportunities, you must research for information about the commercial area of the business you are working with, and develop the SWOT
  o Regional context, you must research for information about the commercial area of the business you are working with.
- Length: not exceed 2 pages.

2. Strategic profile of the company.

- Statement of mission and vision.
- You must proposed in detail at least three strategic lines or priorities of the company aligned with the business strategy.
- Length: not exceed 2 pages.

3. Business processes.

- You should research via Internet similar business as the one assigned to you and describe the services provided by this type of companies.
- Create the value chain of the company.
- Describe the primary and support processes of the company. That is, describe in a table the processes included in the value chain. In this description include the following:
  o Name of the process.
  o Type of process (primary / support).
  o Description (what and how the process is done, what is the output or product).
  o Justification (why it is considered a strategic process for the business).
  o Describe the functional areas of the company that are involved in the activities of the process.

4. Proposals for process improvement using technology.

- Identify processes with the possibility of improvement that has an impact on the company's value chain and they support the competitive strategy. Justify your answer.
- A minimum of three technological proposals should be included in the project.
- The technological proposals must be based on three high priority strategic processes.
- Complete a technical sheet for each technological proposal based on the previous elements of the document
- Length: 3 project formats (include images if necessary).

5. IT Strategic Planning.

- Design an implementation plan for the three proposed IT projects
- Each implementation plan must contain a line in time, along with an estimated investment.

6. Conclusions.

- Write an analysis about the expected business benefits such as the impact on profits, increase in sales, improvement in service, improvement of processes, among others. Consider that this analysis will be directed to the business owner.
- Length: Minimum one page.

7. Annex

A) (Mandatory) Includes a chart related to the TOGAF work framework.

B) (Mandatory) Develop a chart showing the relationship between:

- *Business Challenges (What is the BUSINESS CHALLENGE (PROBLEM) for the company?)*
- *Management (What DECISIONS should management make?)*
- *Organization (What RESOURCES (material and human) did the company have to achieve its objectives?)*
- *Technology (What INFORMATION TECHNOLOGY did the company use for the solution?)*
- *Information System (What FUNCTIONS do the information systems?)*
- *Business Solution (What BENEFITS has the company achieved?)*

C) (optional) Include specifications and / or documents that justify the description of some element in the development of the project.

D) (optional) Support documents, images or tables.