**MIS 782 Seminar 10 (Emerging Technologies & Use Cases)**

We aim to apply the theories, frameworks and models taught in the unit through applying it to real-life cases. Seminar activities are indicative of what will be examined in the unit through assessments!

**Seminar preparation**

This seminar is about assignment 3 which is an end of year assessment task. Hence the due date is strict. Extension will be granted only under the circumstances for an exam through special consideration.

To prepare for the assignment, let us do the following:

**Seminar questions**

DCT theory postulates that organizations need to continue to sense and seize opportunities and reconfigure their existing resources and capabilities to sustain competitive advantage over time. For assignment 3 we are looking at one such emerging technology.

1. Find one academic journal article and one industry report on the emerging technology for the assignment. Share it with the seminar group.
2. Let’s look at some sample assignments on GenAI as the emerging technology.
3. Practice by writing a **business use case brief** for the emerging technology for the assignment, for an industry sector other than the case organisation.

**What to include in your Business use case brief**

Very high-level view of what the use case will be. Format - very brief, succinct, kept to bare minimum, only details that are necessary to decide whether this is a worthwhile investment/project for the organisation, assisting decision making. Keep the problem separated from the solution, focusing on the business process, no technical/infrastructure/architecture details are required - “what’s in it for the business community?”. It is similar to user stories in agile development or project charter in project management.

* + - Define the Business area that the use case targets
    - Purpose of the business use case
    - Focus on the value to the business user
      * What business need does it fulfill?
      * Who are the stakeholders?
      * What benefits results for its stakeholders and what metrics will you use to measure business success?
    - Align solutions with the business need (ask the contextual questions – what, why and how)
      * From RBV perspective, how it will achieve competitive advantage based on core resources and capabilities

Watch the video – [Introduction to Business Use Cases for Lean and Agile Environments - YouTube](https://www.youtube.com/watch?v=nYcH9bsbt04&ab_channel=BA-EXPERTS)