**MIS 782 Seminar 5: Week 6 (Business Case Development)**

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 and exam!

**Seminar preparation**

Please check the discussion questions below and read the case study: “From Product to Platform: How can BMW compete with Platform Giants?”

**Instructions:** Please read the allocated case study and try to have a discussion in groups of three to four about the following questions. Each group will be assigned one question to answer that has to be presented in front of the class. It will be useful for each group to have a dedicated individual who will present/discuss the answer to the question.

**Case study related questions**

1. *Identify the business opportunity that BMW is considering pursuing and describe how it aligns with their business strategy and vision.*
2. *The 3 F’s framework specifies three ways in which an argument in a business case could be put forth. Based on each of the Fs in the 3 Fs framework, formulate an argument (one for each F, 3 arguments in total) to support your viewpoint for the business development (idea) in BMW’s case.*
3. *Identify MOV (measurable Organisational Value) objectives for the business opportunity investment.*
4. *Discuss the three alternative options for BMW. How should BMW proceed from here? Consider the chances and risks of the three illustrated options and think about both internal and external factors that might influence its decision.*

**References**

Marchewka, J. T. (2016). *Information technology project management: Providing measurable organizational value*. John Wiley & Sons.

Wheeler, B. C., & Marakas, G. M. (1999). Making the Business Case for IT Investments Through Facts, Faith, and Fear.