



**American University of Ras Al Khaimah**

**MIST 301**

Fall 2025

**Introduction to Business Information Systems**

**Group Project**

**Dr. Khalid Khan**

**Due Date: Week 14**

# Assignment Brief

**Group Project: Digital Strategy and Presidential Dashboard**

**Course: Introduction to Business Information Systems**

**Total Weight: 30 Marks**

**Group Work: 25 Marks    Individual Reflection: 5 Marks**

**Group Size: Up to 4 Members**

## Course Learning Outcomes (CLOs)

- **CLO 2:** Identify basic attributes of ERP and CRM schemes, and discuss their usage within organizations.
- **CLO 4:** Explain how organizations leverage E-business advantage for added competitive advantage.
- **CLO 5:** Apply information systems concepts in case studies.

## 1. Background

The Ministry of Higher Education and Scientific Research (MoHESR) evaluates UAE universities using an **Outcome-Based Evaluation Framework (OEF)** and a **Risk Matrix**. The Presidents Office seeks a digital system that consolidates institutional data into a **central executive dashboard** to monitor performance across the six OEF pillars.

In this group project, your team will act as **MIS consultants** to design a digital business strategy and dashboard that supports university decision-making, compliance, and competitive advantage.

## 2. Project Goals

1. Design an integrated digital strategy showing how ERP and CRM systems support university operations.
2. Develop a prototype **Presidential Dashboard** visualizing KPIs defined by the MoHESR framework.
3. Create the underlying database schema that supports the dashboard.
4. Explain the strategic and competitive advantages gained through MIS integration.

### 3. Framework Reference: Six Performance Pillars

Pillar		Purpose	Weight
Employment	Outcomes	Graduate employability and relevance	25%
Learning Outcomes		Student success and learning quality	25%
Industry	Collaboration	Partnerships and work-based learning	20%
Research Outcomes		Research productivity and impact	15%
Reputation		Rankings and international recognition	10%
Community	Engagement	Societal and community impact	5%

Each KPI has a High/Medium/Low threshold (e.g., Employment Rate  $\geq 85\% = \text{High}$ ). Your dashboard must visually represent these levels using color codes or performance indicators.

### 4. Core Tasks

#### A. MIS Architecture (ERP / CRM Integration)

- Map key university functions (Schools, Admissions, HR, Research, Finance, Alumni Relations).
- Explain data flow between ERP modules and CRM systems to enable data sharing and stakeholder engagement.
- Show how integration improves efficiency and supports university strategy.

#### B. Presidential Dashboard Mock-up

- Design a prototype dashboard using Power BI, Tableau, Figma, or Canva.
- Visualize KPIs under each MoHESR pillar and show overall performance.
- Include risk signals (Performance, Contextual, Trigger) from the Risk Matrix.
- Add filters by Faculty, Department, or Academic Year.

### C. Database Design

- Develop an **EntityRelationship Diagram (ERD)** (for at least one function, such as employment) showing key entities: Students, Employers, Employment, Research Projects, Events, Programs.
- Define primary and foreign keys, and relationships between tables.
- Map each KPI to its data source (e.g., survey, enrollment record, financial report).

### D. Individual Reflection (5 Marks)

Each student will submit a short **individual reflection** (300-400 words) after project completion. The reflection should include:

- A summary of personal learning and contribution to the project.
- Challenges faced and lessons learned regarding teamwork and MIS application.
- A **ranking of team members (including self)** based on contributions (1 = highest, 4 = lowest).

Individual reflections will be used to verify participation and adjust marks if necessary.

## 5. Deliverables and Weighting (Total 30 Marks)

Component	Description	Marks
Strategic Report	MIS architecture and digital strategy (1500-2000 words)	10
Dashboard Mock-up	KPI visualization and risk indicators	7
Database Design	ERD and data mapping	5
Presentation	10-minute group presentation and Q&A	3
Individual Reflection	Personal reflection with ranking of team members	5
<b>Total</b>		<b>30 Marks</b>

## 6. Evaluation Rubric (Summary)

Criterion	Excellent (A)	Good (B)	Satisfactory (C)	Needs Improvement (D/F)
MIS Architecture (CLO 2)	Comprehensive ERP/CRM integration with clear logic	Logical integration, minor gaps	Partial coverage	Unclear or inaccurate integration
E-Business Strategy (CLO 4)	Strong link to competitive advantage	Clear rationale	Limited analysis	Weak or absent strategy link
Dashboard Design (CLO 5)	Accurate KPI visualization, clear logic	Mostly correct visuals	Basic visuals	Misaligned or incomplete
Database Schema (CLO 5)	Well-normalized ERD, clear KPI linkage	Adequate design	Partial schema	Weak or missing design
Teamwork & Presentation	Cohesive collaboration, confident delivery	Balanced effort	Uneven roles	Disorganized or unclear

## 7. Suggested Timeline

Weeks	Milestone
09–10	Review MoHESR framework, list the KPIs
10–11	Draft MIS architecture and ERD schema
11–13	Build dashboard prototype and strategic report
14	Submit group project and individual reflection; class presentations

## **8. References**

- Ministry of Higher Education and Scientific Research (2024). *Outcomes-Based Evaluation Framework for HEIs and Risk Matrix*.
- Laudon, K. & Laudon, J. (2024). *Management Information Systems: Managing the Digital Firm*.
- Power BI / Tableau / Figma tutorials for dashboard prototyping.