Virtual International Hackathon (VIH) 2.0

October 30 – November 9, 2023

First Steps in Digital Initiatives

Company Challenge Project Outline

**Strategic Plan and Presentation**

Overview:

Purpose:

Teams:

Evaluation:

**VIH 2.0 Intro and Team Interaction - Initial CATME Team Peer Evaluation (2 pts.) Due 10/25/2023 at 11:59 pm**

The class will meet on October 24 at 6 pm CDT/ 8 pm Argentina synchronous online.

* Talk about team information and have them take the first assessment.
* Match teams with Company
* Identify the assignment for the Discovery Phase
* Set up a meeting with the company on October 30 or November 1
  + Define the meeting parameters for the teams
  + Each team should try to have a US and Argentine student and mentor for the meeting.
* Conduct the initial CATME Team Peer Evaluation (2 pts.)

Please review the following video to explain the CATME Team Evaluation System

CATME Overview

https://www.youtube.com/watch?v=PGZ9QGDEkkE

Logging in as a Student User

https://www.youtube.com/watch?v=p20DPROhLpQ

*Expectations:*

This is the first time your team will meet virtually. You will know your company and have time to review the company brief together.

You will also have access to the CATME.org system. After this first interaction, you will log into the CATME system and assess yourself and your teammates on the CATME system. This assessment will be logged in CATME, and points will be issued for doing it in Blackboard. Due date is October 25 at 11:59 pm

**VIH 2.0 Company Discovery Phase #1 (5 pts.)**

**Due on October 29, 2023, by 11:59 pm CDT (UTC-5h)**

*Team goal for this phase*: The discovery phase consists of company investigation and development of questions for the Company Briefing session the week of October 30th.

Develop 5 – 10 questions that pertain to the following areas:

* Brief description and background of the company
* Current vision and mission
* Management team
* Key Products, customers, suppliers
* Key business partners
* Brief financial analysis: profit/loss over the past three years
* Current business objectives and digital strategies

Expectations: Between October 25th and 29th, meet with your team to review the company brief and develop a list of questions to assist you in successfully completing Phase #2 and Phase #3 – the Strategic Plan for Digital Implementation.

Set up a time to meet with your company representative on Oct 30th or November 1st. Submit the questions to your mentor via email and upload them into Blackboard by October 29th for review, recommendations, or edits by your mentor.

**CATME Teamwork Training (4 pts.) Due 11/3/2023 at 11:59 pm**

This assignment is a series of videos in the CATME Teamwork Training Tool Box. You will watch the videos on the five dimensions of the CATME system and conduct one practice exercise on how to take a peer evaluation survey.

Explanation of the Five CATME Teamwork Dimensions

1. Contributing to the Team’s Work

<https://www.youtube.com/watch?v=vZuvy6gnu2M&list=PLwyQhAxENQwvTfrfYu8jy5DUbAR6Obj9K>

1. Interacting with Teammates

<https://www.youtube.com/watch?v=FgS_-tEiKA0&list=PLwyQhAxENQwvTfrfYu8jy5DUbAR6Obj9K&index=2>

1. Keeping the Team on Track

<https://www.youtube.com/watch?v=Kg94gvxcTbw&list=PLwyQhAxENQwvTfrfYu8jy5DUbAR6Obj9K&index=3>

1. Expecting Quality

<https://www.youtube.com/watch?v=4NdMW4VoH94&list=PLwyQhAxENQwvTfrfYu8jy5DUbAR6Obj9K&index=4>

1. Having Relevant Knowledge, Skills, and Abilities

<https://www.youtube.com/watch?v=8HOXtBh-FYs&list=PLwyQhAxENQwvTfrfYu8jy5DUbAR6Obj9K&index=5>

* Peer Evaluation Practice Exercises conduct a practice peer evaluation for either Madison Lewis or Robin Brown

How to Take a Peer Evaluation Survey for Students

<https://www.youtube.com/watch?v=FuDpBHIyaKM>

* Madison Lewis

https://www.youtube.com/watch?v=ebRMo3aficM

* Rater Practice

Rater Practice Demonstration

https://www.youtube.com/watch?v=S2wXx6QdKO4

**Strategic Plan for Digital Implementation Phase #2 – (15 pts.)**

**Due November 3, 2023, at 11:59 CDT (UTC-5h) to Mentor for review and comments**

**Final Submission on November 5, 2023, at 11:59 pm**

*Team goal for this phase*: This is a written strategic plan. This phase will use the information from the company brief and the gathered information in phase #1 to identify one key digital initiative that you will focus on resolving within your strategic plan. Your team will evaluate and provide specific and realistic solutions or changes for the company. Your team will explain and provide supporting reasons for the strategic initiative.

1. Executive Summary
   * Product/Service
   * Customers
   * Future of the company and why the digital implementation is needed
   * Company description: mission, management team, legal structure
2. Company’s Environmental Summary

* External Analysis
  + Description of the industry’s digital initiatives
  + PESTEL analysis
  + Competitive forces: Five-Forces Model
  + Key findings from the external analysis
* Internal Analysis (two pages)
  + Key resources of the firm
  + SWOT analysis
  + Key findings from the internal analysis

1. Evaluate and Propose a Solution/Change

This step will require you to evaluate and identify what is working and what is not working. Conduct systems thinking approach to your company. The company is a system of interrelated parts that interface with the external and internal environment. Identify specific actions that can be taken by the company to provide a solution or implementation of the digital initiative. Explain and provide supporting reasons for the recommended actions. The evidence to support your team’s rationale can include theories, the strategy that has been used by other companies, outside research, and/or personal experience.

1. Recommendations and Their Impact

This final step is a concise summation of your team’s strategic plan. It provides a summary of the problem and recommended solution for change but focuses on the strategic digital impact of the change. Your team will identify the digital impact of the strategic plan’s recommendations. This will include the positive competitive impact on the organization in the external environment. The internal resources needed and how the recommendations correlate to the company’s SWOT. Do the recommendations support the company’s strengths? Do they bolster weaknesses? Identify how the recommendations fulfill the company’s strategic objectives and position them for success in a digital economy.

The final paragraph should be your closing statement that asks your client company when they are ready to implement the strategic planJ

**Phase 2 Expectations:** This team submission will be sent to your client's company. It must look business professional. The number of pages will vary, but the expectation is 4 – 6 pages, with the final page being a reference page.

It should be written in paragraph form using the headings as a guide. Use a minimum of 2 - 3 references to support your research. Use the 7th edition APA form.  A template is provided for your convenience.

A cover page with all student's names that contributed to the team submission must be submitted. As a team project, the expectation is that you all collaborate on the paper. If a team member has not contributed to the assignment, omit his/her name from the document. **The document should be sent to your mentor by November 3, 2023, at 11:59 CDT (UTC-5h) for review and comments. Final submission is due on November 6, 2023 at 11:59 pm.**

**Global Strategic Plan Phase #3 Client Company Presentation (10 pts.)**

**Due on November 6, 2023, Time 11:59 pm**

Prepare a professional presentation of your strategic plan. This must be in a Slide/PowerPoint format with no more than eight slides. The slides should start by identifying the problem and focus primarily on the recommended solutions. The slides should not go into detail about the background of the company, as the client is familiar with the situation.

You will have 20 minutes to present your strategic plan to your client company and 10 minutes for Q&A after the presentation. Identify one team member to introduce the other members. In the introduction, identify the member's name, university, and country of origin. The entire team must present. The presentations will be recorded for review by the teams.

Dress is business casual, and you will have your camera on during the presentations.

Time of the Presentations

6 pm in Chicago – 7 pm in Chicago

**CATME Final Teamwork Peer Evaluation (2 pts.) Due 11/8/2023 at 11:59 pm**

Using all of the training and practice received from the CATME videos and system, conduct a final teamwork peer evaluation for your teammates and for yourself on the CATME system. This will need to be completed by 11/8/2023 at 11:59 pm.