P1 – Project Deliver 1

Who: **Groups** of 3 or 4 students (Tagus) or of 4 or 5 students (Tagus)

What: Each group gets 3 industries and delivers a report describing and comparing the industries from the perspectives of the first two themes (Governance; IT Management), each report comprising:

- (60% = 3 industry x 2 theme x 10%) For each industry, 2 pages, each page containing a conceptual map and a textual analysis of the industry from one of the themes
- (40% = 4 x 40%) 2 pages, each half-page page comparing, 2 of industries from the perspective of the two themes (free style)

P2 - Project Deliver 1

Who: **Clusters** of 3 groups, each cluster addressing 4 industries that are, from the perspective of each group, the original 3 industries of that group, plus one more (example: a cluster to address the industries 1, 2, 3 and 4, might result from 3 groups that had before addressed the industries 1, 2 and 3 by one group, 1, 2 and 4 by other, and 2, 3 and 4 by other).

What: In each cluster, there will be one industry that will be common to the 3 original groups, which will get the name of "central industry" (in the example above, it is the industry 2). The deliver must be is a report in 3 parts:

A. P2-Narrative (20%): Slides analysing the central industry and comparing it with the others 3, in this MANDATORY structure (1 PDF file):
   1 - Title & Team – Title with the central industry and the identification elements of the group.
   2 - Overview – Present how all four themes relate to the central industry.
   3 - Context & GRC – Describe typical context and stakeholder, business models, GRC, organisational patterns, maturity aspects, etc.
   4 - Governance of IT – Describe role of IT in the business, IT governance structures, specific industry standards, compliance, etc.
   5 - Operations & Resilience – Identify key IT operational challenges, security and resilience issues, continuity risks, etc.
   6 - Providers – Name the main providers of technology and services for the industry, etc.
   7 - Strategy & Change – Assess challenges in strategic alignment, transformation readiness, etc.
   8 - Dilemmas – Identify signs that suggest the near future major challenges in relation to at least one theme.
   9 - Cross-Industry Similarities – Compare the central industry with the others, in relation to the main similarities on the themes.
   10 - Cross-Industry Differences – Compare the central industry with the others, in relation to the main differences on the themes.
   11 - Takeaways & Discussion – Share 1 or 2 big lessons and invite debate with a provocative question.
   12 - Credits & Method – List sources, tools, frameworks, and any AI use for this work.

B. P2-Video (30%): A video, aligned with the slides, to be presented and discussed at the Workshop (between 3 and 4 minutes)

C. P2-Analysis (1 PDF file):
   a. The central industry (20%): A description of the central industry from the perspective of the 4 themes, stressing at least one key challenge for each theme (1 page, free style)).
   b. Comparisons (30% = 3x10%): A comparison of the central industry with each of the other 3 industries, considering each of the four themes (3 pages, one for each pair of industries; free style)

Industries

A. Manufacturing
B. Energy and Utilities
C. Retail and Digital Commerce
D. Transport and Logistics
E. Hospitality and Leisure
F. Banking and Financial Services
G. Agriculture and Farming
H. Healthcare

About Students, Groups and Assignment of Industries

- Students might be 130-140 at Alameda and 50-60 at Tagus.
- For the phase P1 there will be made 45 groups, of whom 30 in Alameda (of 4-5 students) and 15 in Tagus (of 3-4 students).
- For the phase 2, there will be made 15 clusters, 10 clusters in Alameda and 5 cluster in Tagus.
- Students will be free to make the groups (an online sheet will be shared for this purpose).
- As far as each group will be registered, academia will assign to that group the 3 industries for P1.
- After the delivery of P1, the academia will announce the clusters for P2.
- VERY IMPORTANT: As each industry can be a very complex world, each group MUST define and focus on a niche (for example, in Health, one focus on "Pregnancy" would make all the sense, among many others also possible…)

Project Timeline

28/04 - Sheet for students to register groups (assignment of industries will be announced in 24h after this registration)
23/05 - Deadline for P1 delivery (group)
24/05 - All P1 reports shared to all students, for individual review (online review form published).
29/05 - Deadline for P1r review delivery (individual, item that counts for the essay E5)
31/05 - Publication of P1 grades (academia)
02/06 – Deadline for P2-Narrative and P2-Video delivery (group)
03/06 - Project Workshop (TAGUS)
04/06 - Project Workshop (ALAMEDA)
05/06 - Deadline for P2Wr review delivery (individual, item that counts for the essay E5)
16/05 - Deadline for P2-Analysis delivery (group)
27/06 – Publication of P2 grades (planned)