UNIVERSITY OF GHANA

GENERAL GUIDELINES

Group Information
Group Name:
Group Members *(Names & Student IDs):*

PART 1: FINALIZING THE BUSINESS CASE *(MIN 800 - MAX 1200 WORDS, 40 MARKS)*

✅ **1.1 Business Case Components & Structure (15 Marks)**
- Executive Summary: One-page summary of key findings and recommendations.
- Problem Statement: Clearly define organisational challenges and their business impact.
- Analysis of Options: Present at least two viable solutions with pros, cons, and feasibility.
- Cost-Benefit Analysis: Use quantitative financial models such as ROI, NPV, or Payback Period.
- Risk Assessment & Mitigation Strategies: Identify risks, categorize them by severity, and propose mitigation plans.
- Implementation Roadmap: Present a structured timeline using a Gantt chart or milestone breakdown.
- Stakeholder Impact: Analyse how different stakeholders (e.g., employees, customers, investors) will be affected.

✅ **1.2 Justification & Supporting Analysis (10 Marks)**
- Use structured decision-making tools such as SWOT, PESTEL, or Weighted Decision Matrix.
- Provide quantifiable justifications using data, reports, or industry case studies.

✅ **1.3 Research & Stakeholder Consideration (10 Marks)**
- Conduct market, industry, and competitor research to support analysis.
- Outline a stakeholder engagement strategy considering key players' roles and concerns.

✅ **1.4 Writing Quality & Professionalism (5 Marks)**
- Ensure grammatical accuracy, coherence, and clarity throughout the report.

PART 2: FINAL PRESENTATION PREPARATION (MIN 10 - MAX 15 SLIDES, 30 MARKS)

✅ **2.1 Presentation Content & Clarity (15 Marks)**
- Introduction: Hook the audience with a concise problem statement and project overview.
- Business Case Summary: Communicate key findings in a digestible format.
- Options & Justification: Use comparative matrices to justify recommendations.
- Financial Analysis: Incorporate graphs/tables for ROI analysis.
- Implementation Plan: Use timelines & visuals to communicate execution strategy.

• Final Recommendations: Summarize key takeaways with actionable next steps.

✅ **2.2 Visual Aids & Professional Formatting (10 Marks)**
• Use data-driven storytelling with structured infographics.
• Ensure professional, readable fonts and colour schemes.
• Charts and diagrams must be clearly labelled and explained.

✅ **2.3 Delivery & Engagement (5 Marks)**
• Encourage storytelling techniques and audience engagement.
• Each team member should have a speaking role to demonstrate collaboration.
• Include a recorded Q&A session simulating stakeholder engagement.

PART 3: VIDEO SUBMISSION GUIDELINES (10 MARKS)

✅ **3.1 YouTube Video Requirements**
• Duration: 10-12 minutes.
• Professional Presentation: Clear audio, high-quality visuals, structured transitions.
• Engagement: Use real-world examples and relatable analogies.
• Q&A Segment: Each group must simulate a live Q&A session addressing key concerns.
• Submission Checklist: Groups must submit both the video link & slide deck.

✅ **3.2 Submission Instructions**
• Upload to YouTube and set visibility to Unlisted.
• Include the YouTube link in the final business case submission.

FINAL SUBMISSION GUIDELINES
✅ Document Format & Naming
• Business Case Format: Microsoft Word (.docx) or PDF
• Naming Convention: GroupName_DCIT307_FinalProject.pdf

Anti-Plagiarism & AI Use Policy
❌ Copy-pasting or relying solely on generative AI (e.g., ChatGPT, Bard) without critical analysis will lead to immediate disqualification.
✅ All research must include first-hand data collection (interviews, surveys, observations).
✅ Turnitin & AI detection tools will be used to verify originality.