Week 2

Assignment

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1. You are the IT director at Attaway Airlines, a small regional air carrier. You chair the company’s systems review committee, and you currently are dealing with strong disagreements about two key projects. Dan Esposito, the marketing manager, says it is vital to have a new computerized reservation system that can provide better customer service and reduce operational costs. Molly Kinnon, vice president of finance, is equally adamant that a new accounting system is needed immediately because it will be very expensive to adjust the current system to new federal reporting requirements. Molly outranks Dan, and she is your boss. The next meeting, which promises to be a real showdown, is set for 9:00 a.m. tomorrow. How will you prepare for the meeting? What questions and issues should be discussed?
2. The vice president of accounting says to you, the IT director, “This request procedure takes too long. My people know what they are doing and their systems requests are necessary and important.” She suggests that the IT department bypass the initial steps and immediately get to work on her requests. What would you say to her?
3. Many articles have been written on how to develop, understand, and evaluate a business case. Visit the website for an IT magazine and find an article that discusses business cases. Describe the article and what you learned from it.
4. Suppose you own a travel agency in a large city. You have many corporate clients, but growth has slowed somewhat. Some long-term employees are getting discouraged, but you feel that there might be a way to make technology work in your favor. Use your imagination and do a SWOT analysis: Sug- gest at least one strength, one weakness, one opportunity, and one threat that your business faces.

Answers:

1. They are the steps that I would take for preparing for the meeting:

*Collecting Background Information:*

It's important for me to ensure I have a strong grasp of both projects and the central issues involved. It's crucial to identify the main arguments and concerns from both parties.

*Meeting Preparation:*

I'll set up a meeting environment conducive to open discussion and schedule it for an appropriate duration. Sending pertinent project documents to all participants in advance is essential to ensure they come well-prepared.

*Creating the Meeting Agenda:*

Developing a focused agenda that covers the critical points of contention is on the agenda. Allocating specific time slots for each agenda item will help in effectively managing the discussion.

*Commencing the Meeting:*

I'll start the meeting by recognizing the significance of both projects and the need for a productive, respectful discussion. Setting the ground rules is important to maintain a civil and constructive atmosphere.

**Key Discussion Points:**

I will:

* lead discussions on the advantages and disadvantages of both projects with data-driven insights.
* consider the budget and resources available for each project.
* assess how urgently the projects align with business needs.
* examine the potential risks and compliance issues.
* gauge the anticipated return on investment for each project.
* analyze how each project might affect customer service.
* delve into the legal and compliance implications.
* If necessary, I'll deliberate on which project should take precedence.

*Facilitation and Mediation:*

I will assume the role of a neutral facilitator to ensure that all participants have the opportunity to express their views.

*Decision-Making:* I'll guide the discussion toward a resolution, whether it involves selecting one project, sequencing them, or seeking additional input.

*Documentation and Communication:* Documenting the outcomes of the meeting and sharing the minutes with all participants is crucial.

My aim for this meeting is to discover the most suitable path forward for the company by addressing the concerns of both Dan and Molly. The resolution may entail compromise, a phased approach, or further analysis, but it should ultimately serve the company's best interests.

2. In this situation, I would say that:

* Acknowledge her concerns: Being by acknowledging her concerns and the significance of her department’s work.
* Emphasize the importance of her work: Clarify that the request procedure serves multiple purposes, such as efficiently allocating resources, reducing potential security risks, and maintaining transparency in IT operations.
* Propose an alternative: Propose collaborating to streamline the request procedure while preserving its essential components. Ask for her input and see if there are ways to make the process more efficient without compromising security or fairness.
* Clarify IT department’s commitment: Assure her that the IT department is committed to supporting her team and their needs but that it is equally important to maintain best practices and security protocols.
* Offer to review the procedure: Suggest a periodic review of the request procedure to identify areas for improvement and ensure that it meets the evolving needs of the organization.
* Establish a timeline: Agree on a timeline for discussions and potential changes, ensuring that both departments remain on the same page throughout the process.

3. I have read the article named “5 steps to develop a solid business case”.

Here is the link: <https://chasegroup.com.au/five-steps-to-develop-a-solid-business-case>

This is what I learned from the article:

“Developing a solid business case involves five key steps. Firstly, confirm the opportunity by describing the current situation and aligning the proposal with the organization's strategic objectives. Next, analyze and select short-listed options, followed by evaluating these options based on benefits, risks, and societal value. Develop an implementation strategy with timelines and resource plans. Finally, create a persuasive business case document and seek approval from decision-makers, ensuring that it includes strong financial analysis, alignment with strategic goals, and a clear path to mitigate risks. Successful business cases typically exhibit well-framed recommendations, robust financial justifications, and comprehensive risk assessment.”

4.

**Strength**: Travel agency has a long history and a string reputation in the city, which can be leveraged to build trust with corporate clients and attract new business.

**Weakness:** Agency may leak effective technology integration, including online booking systems and travel management software. This results in making challenging to keep up with competitors who have embraced digital solutions.

**Opportunity:**  Embracing digital technology to streamline booking processes, improve customer service, and offer a seamless online experience. This can attract tech-savvy corporate clients and expand customer base.

**Threat:** The growth of online travel agencies and booking platforms can be a threat. Corporate clients may opt for the convenience of booking directly through these platforms, reducing agency’s revenue and market share.