

ITLS 449: Advanced Topics: Emerging Technology

Assignment: Business Analysis Report

Objective

This report will require you to research an emerging technology of your choice. You will focus on a specific industry that has already adopted this technology. You may approach your report from one of two angles.

1. You can decide to focus your report around a particular company that has implemented an emerging technology and report your findings.
2. You can focus your report on a particular company that offers an emerging technology product as software as a service (SaaS) solution.

View this report as a chance to investigate an industry and technology that particularly interests you. This report should include material discussed in class, such as User Experience, Adoption and Implementation, and Ethical, Social, and Legal Implications.

Course Outcomes:

This Business Analysis report focuses on the following course outcomes:

- Research new technologies and assess how they will impact business.
- Identify the potential for business development and create a business case for an emerging information technology.

Business Analysis Report Format

**All twelve of the items below should be included in your report*

1. **Title Page:** Report Title, Your name and program, course name and instructor, date
2. **Executive Summary:** Brief overview of the technology, industry, key findings, summarize SWOT analysis, future outlook, and key recommendations.
3. **Introduction:** Overview of the emerging technology, explanation of its relevance to the selected industry, objectives, and scope of the report.
4. **Industry Description and Context:** Overview of the industry/sector, key trends, challenges, and opportunities, the role of emerging technologies in the industry
5. **Company Profile:** Overview of the selected company using the technology, description of how the company has integrated the technology, impact on business operations, products, or services
6. **Interview(s) and Insights:** Summaries of expert interviews, company representative/consultant interviews, Key takeaways, and how they inform the research. Insights can come from a variety of sources: YouTube, Whitepapers, Company Website, Job Descriptions, etc..
 - Consider structuring your interview questions around the importance of user experience, target market, SWOT insight, adoption and implementation strategies, competitors, future outlook, strategic advantage, and others who are using the technology.
 - The information you receive from the interview should serve as valuable information and inform other areas of your report.
7. **SWOT Analysis:**
 - a. Strengths: Unique advantages of the technology
 - b. Weaknesses: Limitations or risks
 - c. Opportunities: Potential growth or innovation possibilities

- d. Threats: Competitive pressures, security concerns, or regulatory risks
8. **Future Outlook:** Projected advancements in the technology, potential industry-wide impact, and implications for career opportunities
9. **Adoption and Implementation Strategy:** Recommendations for successful implementation, key steps for industry adoption, potential barriers, and how to overcome them
10. **Conclusion and Recommendations:** Summary of findings, actionable steps for companies or individuals interested in leveraging the technology
11. **References:** Properly formatted citations for all sources
12. **Appendices:** Detailed interview transcripts, additional charts, graphs or supporting data

Report Guidelines

Before submission, ensure the five guidelines are met.

1. The length of the report should be between 8 and 12 pages, excluding the title page, references, and appendices. No more than 14 pages.
2. Seven or more references citing your work. Insight from Gartner and other reputable external sources should be considered.
3. Must include at least one synchronous/asynchronous interview (preferably two or more); interview questions, including interviewee contact information, should be included in appendices
4. Format: Single-spaced, 12-point font (Arial font); Margins right, top, left, right equal .5; line-height no larger than 1.5
5. Preliminary Report, Final Draft, and slide presentation submitted as PDF files.

The use of Large Language Models (LLMs) is not allowed for this report. All content in the report should be original and reflect your own research and findings.

Submission Guidelines and Deliverables

Submit your report before the due date and time listed in Sakai.

- The Preliminary Business Analysis Report is due in week 5, as indicated by the due date and time listed in Sakai.
- The final draft of the Business Analysis Report and the PowerPoint Presentation recording is due in Week 7, as indicated by the deadline specified in Sakai.
- The peer-to-peer rubric assessment is due in week 8, according to the deadline and time indicated in Sakai.

All submissions, except for the peer-to-peer rubric assessment and presentation recording, should be submitted as a PDF document.

The Peer-to-peer rubric assessment will be submitted as a Microsoft Excel document.

Last updated 3/11/2025