

ITLS 449: Advanced Topics: Emerging Technology

Assignment: Case Study Analysis Worksheet

Instructions:

Read the assigned case study carefully. Use the SWOT and PESTLE frameworks to analyze the case and provide well-supported insights. Answer the questions below in each section. Your analysis should be thorough and demonstrate critical thinking.

Course Outcomes:

This Case Study Analysis focuses on the following course outcomes:

- Describe state-of-the-art technology trends and analyze opportunities and risk factors for new technology.
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Part 1: SWOT Analysis

(SWOT = Strengths, Weaknesses, Opportunities, and Threats)

Strengths:

- Identify and explain the key strengths of the organization or subject in the case study.
- How do these strengths provide a competitive advantage?

Weaknesses:

- Highlight the internal weaknesses or limitations.
- How do these weaknesses impact performance or growth potential?

Opportunities:

- Identify external factors that could be leveraged for growth or improvement.
- What trends, technologies, or market conditions favor the organization?

Threats:

- Discuss external risks or challenges that could negatively affect the organization.
- How can these threats be mitigated?

Part 2: PESTLE Analysis

(PESTLE = Political, Economic, Social, Technological, Legal, and Environmental Factors)

Political Factors:

- What government policies, regulations, or political conditions affect the organization?

Economic Factors:

- What economic trends, inflation rates, or financial conditions impact the organization?

Social Factors:

- How do cultural trends, demographics, or societal shifts influence the organization?

Technological Factors:

- What role does innovation, automation, or digital transformation play in the case?

Legal Factors:

- Are there any laws, compliance issues, or regulatory changes affecting the organization?

Environmental Factors:

- What sustainability concerns, environmental regulations, or climate-related risks exist?

Conclusion & Recommendations

- Summarize your findings and provide actionable recommendations based on the SWOT and PESTLE analysis.
- What strategies should the organization adopt moving forward?

Case Study Guidelines

Before submission, ensure the five guidelines are met.

1. Make sure to provide your name, date, and title of the case study.
2. The length of the Analysis should be between 2 and 4 pages. No more than 6 pages.
3. Make sure to quote sections of the case study in your analysis to provide context for your response.
4. Format: Single-spaced, 12-point font (Arial font); Margins right, top, left, right equal .5; line-height no larger than 1.5
5. The Case Analysis is submitted as a PDF file.

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 Case Study Analysis is due by the date and time listed in Sakai.

Your analysis should be submitted as a PDF document and should contain both parts 1 and 2.

Supporting Material

SWOT + PESTLE Analysis Framework Video -<https://www.youtube.com/watch?v=bmxYKA9Lge8>

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