



Management Information System & IT Trends (MNSYSIT) Final Project Report

A. Description

Information Systems Plan (ISP) for a real-world company

B. Objective

This project provides the students of MINSYST the opportunity to formulate an ISP for a real-world company of their choice. It also attempts to provide the students with insights in the strategic alignment of IT/IS with business.

C. Instructions and Requirements

1. Each group of students must select a company that they intend to write the ISP for. From a practical perspective, each group must ensure that they will be able to secure information about the company and its industry.

The proposed project must be presented for approval on the 9th week of the term and a printed proposal submitted. Refer to the format required for the proposal.

2. Each group must focus on gathering the information stated in ISP report format (see below). Specifically, the group must start gathering general and specific information to provide a sufficient understanding of the company and the industry it belongs to, as well as the information systems deployed in the company and in the industry.
3. Each group will finalize their proposed ISP then present and submit the said report near the term's end.
4. The ISP is a group effort. As such, it is expected that every group member will participate during the formulation of the ISP. The final grade for the report will be a combination of the group's rating and peer rating. Please note that failure to present or submit the report on the group's designated time and date will entail a 20% penalty.
5. Presentations must be made using a presentation software while the end-of-term report must be word-processed and printed on plain white paper (8.5" x 11") using 12 points Times New Roman or 10 points Arial, single-spaced. All charts and/or diagrams must be computer-generated.
6. **IMPORTANT:** It is each group's responsibility to manage and maintain confidentiality of their chosen company's information. For this reason, the group may use aliases in their written report to disguise the company and its personnel. Company and industry information, however, must be factual.

Project Proposal Format

Proponent Details

Group Name
Group Members
Email Address

Organization/Institution

Company Name
Contact Person
Contact Details
 Business Address
 Email Address
 Telephone/Fax Numbers

Organization Details

I. Nature of the Company

Specify what industry the company is currently engaged in, what they do, their products and/or services, etc.

II. Company Background/History

III. Company Mission and Vision (if exists)

IV. Overview of the Company's Business Processes

A narrative of the company's business processes, or a high-level flowchart/ Business Process Diagram may be used here.

V. Company's Current Pain Points

What are the current pain points the company is experiencing in terms of their business processes? This will be used as the basis for your Information Systems Plan.

Information System Plan Report Format and Guidelines

I. Title Page

II. Acknowledgement

III. Table of Contents

IV. Executive Summary

A brief and impactful statement that summarizes IT's strategic objectives, tied with the company's vision, mission and goals.

- *Concise, straightforward statement that summarizes the plan's objectives*
- *Synopsis of the processes used to develop objectives*
- *Outline of the company's mission and vision*
- *Crafted with intended audience (e.g., the business) in mind*

V. Company Overview

- A. Brief History
- B. Mission
- C. Vision
- D. Core Values
- E. Company Goals

VI. Situational Review

IT will need to get a scope of the business' specific requirements to help map out the technology plan for the following years; this can be achieved using a variety of methods:

- *Conduct a gap analysis (identify strengths and weaknesses in operations, procedures, planning)*
- *Conduct other types of internal assessments as needed (e.g. surveys)*
- *Conduct industry analysis for changing landscape/ trends to inform metrics*

A. Company Strengths and Weaknesses

- *Identify "internal" strengths and weaknesses of a company*

B. Opportunities and Threats

- *Identify "external" opportunities that a company can explore, and possible threats from the outside world that can be detrimental to the company's goals*

C. Value Chain Analysis

- *Identify all the core (primary) and supporting (secondary) activities of the organization. If you have the company's business processes, you can classify the business processes and draw them using Porter's Value Chain Analysis model.*

D. Gap Analysis

- *Based on the company's mission, vision, core values and strategic objectives, does the company's business processes achieve their goals?*
- *If the company already uses existing information systems, do they meet the company's strategic objectives? If they are not, do the current processes help achieve their strategic objectives?*

- You may illustrate the gaps using a table comparing the company's strategic objectives and what is actually happening (or issues that they are encountering in meeting those objectives). If the scope of the IS Plan is on upgrading their existing information systems, you may compare between their current system, the company's objectives, and what's actually happening.
- You may also discuss the company's pain points here.

E. Industry Trends

- Identify any trends (especially IT-related trends) that currently exists within the industry where the company falls under. Examples of trends include modernization, computerization, use of new technologies, etc.
- Cite sources where such trends are indeed happening. Trends should be current, or at most have started trending about 5 years back.

(In addition to the items above, if you would like to add additional assessments or analysis to describe the company's current situation, you may add them under this section.)

VII. Business Context

The business context is a deeper look into the specific business-driven objectives that drive the IT strategy, as well as what their targets and intended results are.

- Business drivers that informed the plan (e.g., acquisitions);
- Strategic business objectives, priorities;
- Could include a roadmap visualizing these goals; and
- Pinpoint metrics that describe the IT organization's present and target state

A. Key Business Drivers

- What are the critically important factors that will determine the success of the business? Identify them here. You may write them using a narrative or illustrate using an infographic.

B. Strategic Priorities

- From what you have mentioned in the Situational Review, together with the company's goals, identify the strategic priorities that the company aims to focus on. You may also write them using a narrative or an infographic.

C. Strategic Roadmap

- Based on the key business drivers and strategic priorities, create a roadmap which will identify all business objectives that the company needs to be achieve in order to meet the company's goals. Not all business objectives have to be achieved at the same time; the roadmap should show a sequence of objectives, where achievement of one objective will lead to another.

D. Strategic Business Objectives

- For each of the business objectives identified in the Strategic Roadmap, identify key metrics and targets for each objective.
- You may use the following format:

Business Objective: (write business objective here)		
Intended Result: (write intended result for the business objective)		
Metrics	Target	Owner
(write one or more metrics that will be used to measure the intended result)	(what is the target of each metric to attain the intended result)	(who is responsible for monitoring/ capturing the metric)

VIII. Strategic Initiatives

These are the projects necessary to achieve the ISP.

- *List of IT initiatives and projects needed to achieve the business objectives*
- *Statements of purpose to guide IT decision making and implementation*
- *You may use the following format:*

Strategic Initiative: 1.0 – <i>(Write strategic initiative project here)</i>			
Business Objective(s) Impacted: <i>(List down which business objectives will be impacted by this project)</i>			
Description: <i>(Describe what the project is all about)</i>			
Major Sub-Initiatives	Owner	Start Date	End Date
1.1 – <i>(Tasks to be done within this initiative)</i>	<i>(Who is the owner of this task)</i>	<i>(Estimated start date)</i>	<i>(Estimated end date)</i>
1.2 – <i>(Tasks to be done within this initiative)</i>	<i>(Who is the owner of this task)</i>	<i>(Estimated start date)</i>	<i>(Estimated end date)</i>

IX. Financial Summary

Quantify the approximate costs of the initiatives and state a ‘relative’ impact to the business.

- *Start with a short narrative, then follow with costs and impacts*
- *You may create a table with all the Strategic Initiatives, then state the target completion, estimated costs and estimated benefits, similar to the following table:*

Initiative	Completion	Cost	Benefit
1.0 – <i>(Your strategic initiative here)</i>	<i>(Estimated completion)</i>	<i>(Estimated cost)</i>	<i>(Estimated benefit)</i>
2.0 – <i>(Your strategic initiative here)</i>	<i>(Estimated completion)</i>	<i>(Estimated cost)</i>	<i>(Estimated benefit)</i>

X. Appendix

- A. Detailed Business Processes (Business Process Flow diagrams)
- B. Interview forms
- C. Surveys
- D. Etc.

Basis for evaluation of final project paper:

- I. Complete per format defined – 15%
- II. Comprehensiveness of content – 15%
- III. Consistency– 30%
- IV. Implementability – 30%
- V. Report presentation -10%