

GROUP ASSIGNMENT 1

BUSINESS AND TECHNICAL COMMUNICATION EXT 2017/2018
FACULTY OF COMPUTER SCIENCE, UNIVERSITAS INDONESIA

This is a two-part assignment:

1.1. PLANNING AND WRITING

1.2. REVIEWING AND COMPLETING

Work in a group of four. You may choose from these three storylines:

Storyline A

Your CEO asked you to analyze the potential uses of **social media**, as medium to further expand the business. It will be shared among many employees of the organization, including those from Accounting & Finance (4 individuals), HR (2 individuals), Sales (3 individuals), and Board of Directors (3 individuals).

Hint:

Assume that you are the Head of IT Division in a large private company selling retail consumer products in Jakarta. *You may add more assumption to build your own scenario.*

Storyline B

As an IT manager, you need to recommend an ERP package solution that can help your company to perform more efficiently. Therefore, you need to analyze and compare several possible vendors such as SAP, Odoo and Sage X3. It will be shared among many employees of the organization, including those from Operations & Manufacturing (4 individuals), Finance (3 individuals), and Board of Directors (3 individuals, including the CTO and CFO).

Hint:

Assume that you are the Head of IT Division in a car manufacturing company in Cikarang. *You may add more assumption to build your own scenario.*

Storyline C

You are the project manager of an CRM implementation initiatives. Your client demands a report of the previous semester's activities and you team's accomplishments. It will be shared among many employees of you client's organization, including their Board of Directors (3 individuals), Sales (3 individuals), Marketing (2 individuals) and Service (4 individuals).

Hint:

Assume that you are the project manager of an IT consultant company. Your client is a top telecommunication company in Indonesia. *You may add more assumption to build your own scenario.*

INSTRUCTION

1. **Part 1.1A is the Planning Part (submit before 23 February 2018 23.59 WIB)**
 - a. **ROLE** – You may choose **two of these three roles** based on the storyline you choose.
 - A. Your role is as Head of IT Division who prepare a white report to your CEO and other audiences
 - B. Your role is as IT Manager division who prepare a white report to your CTO
 - C. Your role is as Project Manager who prepare a progress report to your client
 - b. First read the **1.1 Storyline**, then start using guidance in **1.1a Planning Sheet (see page 4)**. Remember that every major point must be supported with evidence(s) or example(s).
 - c. Your work will contain two planning sheets (one for each storyline you choose)
 - d. Submit your work to SceLe with the following naming convention: **GA1_Planning_[YourGroupName].doc**
2. **Part 1.1B is Writing Part (submit before 23 February 2018 23.59 WIB)**
 - a. You may choose **one of three roles** based on the storyline you choose.
 - b. DO YOUR RESEARCH and WRITING paper as **group homework** based on your result in planning steps.
 - c. Remember to only use the REQUIRED information, not everything you can find from Google. Deliver this analysis with the following format: **White Paper**. Google white paper examples if you are not certain what it looks like. You are free to use any template and do not forget to make it looks business professionals.
 - d. Your white paper **should not more than 5 pages or less than 3 pages**. It must explain the background, problems/ opportunity, solution/ idea and how to it, and a summary/ recommendation/ conclusion. You may write in Bahasa or English.
 - e. **Submission:** upload the writing part only in .docx or .doc before **Friday, 23 February 2018 23.59 WIB** on designated drop box on SceLE. Do not forget to put your group number, or member's student id/ name and following file naming convention.
 - f. File naming convention: **GA1_Part1_[YourGroupName].doc**
3. **Part 1.2 is the Reviewing Part (Saturday, 24 February 2018)**
 - a. Please bring fully charged **LAPTOP/NOTEBOOK** at least one in each group.
 - b. Your lecturer will announce which paper you should examine at class.
 - c. **ROLE** – Based on the paper that have been assigned to your group, you will choose one out of these 3 settings:
 - A. Your role is as CEO who reviewed the white report from your Head of IT Division and its team
 - B. Your role is as CTO who reviewed the white report from your Manager of IT Development division and its team
 - C. Your role is the CEO (of the client company) who reviewed the progress report from your Project Manager and its team

- d. Examine the white paper from another team by answering questions on reviewing sheet 1.2 (see **page 5**.)
- e. Type your review using word processor in the form of email message to your Head of IT Division and its team. Do not forget to put the group number and member's name of the white paper you reviewed. Save your email review in word document with file's naming convention:
 - A. **GA_Part2_[YourGroupnumber].doc**
- f. **Revise and proofread** that white paper (another team) using reviewing tools on your word processor (turn on track changes before start reviewing). And save the file with naming convention:
 - A. **GA_Part1rev_[itsGroupNumber]by[YourGroupnumber].doc**
- g. **Submission:** Your review's due is on **Saturday, 24 March 2018 19.00 WIB**, upload softcopy on designated drop box on SceLE.
- h. Put the two files in one folder then compress. File naming convention:
 - A. **GA1_Part2_[YourGroupNumber].zip.**
 - B. Hence the folder will contain: your review and proofread/revised white paper.

4. Assessment Criteria

- a. **Planning (25%): own part 1.1A**
 - A. Audience analysis [10%]
 - B. Composition of outline to deliver the purpose [15%]
- b. **Writing (50%): own white paper**
 - A. Composition and content of white paper (background, problems/opportunity, solution/idea and how to it, and a summary/recommendation/conclusion, references) [15%]
 - B. Compliance with audience analysis and outline [10%]
 - C. Skill of writing: choice of word, sentence, and coherent paragraph [10%]
 - D. Applying "you" attitude [5%]
 - E. Review from others group [10%]
- c. **Reviewing/Completing (25%): email review and revision/proofreading of other white paper**
 - A. Email review: how well reviewer group can criticize the white paper and **recommend improvement** [10%]
 - B. How well the review group put the reviews into effective email review [5%]
 - C. Revision and proofreading: correct revision and proofreading [10%]

5. Tips

- a. You may try to use collaborative technologies as we discussed in class (see part 1. chapter 2, work in a team) and see the tips in how to maintain good team work
- b. Do not submit late (or marked zero)
- c. Do not communicate with others group regarding your review

Part 1.1A Planning sheet

1. General Purpose and specific of the message
 - a. What is the general purpose of this white paper
 - b. What is the specific purpose(s)?
2. Topic and main idea
 - a. What is the topic? And what do you want to convey (your main idea in 2-3 sentences)?
3. Audience analysis of message
 - a. Who is your audience(s)? What do you assume to be their profile? What are their expectations?
4. List your assumptions (if any)
5. Outline of your message including (restate) topic, main idea, major points, and short list of evidence(s) or example(S) (ref: see slides part 2)

Part 1.2 Reviewing Sheet

1. What do you THINK the author is trying to convey? (Approximately 2.3 sentences summarizing what you think the authors are trying to say in this report)
2. What do you think is the general purpose of this report?
3. What do you think is the specific purpose(s)?
4. What changes do you think this report is trying to make for the company? Has anything changed?
5. How well did the authors address each audience?
6. How can this report be improved?
7. Was this report aesthetically pleasing?
8. On a scale of 1 – 10, how would you rate this report? Explain

Reviewer Names: