

ISTREND Final Project

Emerging Technology Proposal

The Emerging Technology Proposal is the culmination of the Emerging Technologies course (ISTREND) where students must be able to integrate concepts, ideas, and knowledge gained in class to come up with the required output. For this final output, students should be able to create an Emerging Technology Proposal by analyzing a selected Company's business processes, functional areas, and IT resources. Students should then be able to identify an Emerging Technology (from Gartner) and create a proposal that would integrate the technology into the Company's strategy, processes, and infrastructure, for them to have better competitive advantage.

Students should create groups of *3-4 members* for this final output.

Document Format:

1. Background of the Company

- Introduce the Company and their products and/or services. Give an overview of their business processes, their functional areas, their customers, and their non-IT resources and/or assets. Additionally, identify the company's Mission / Vision and organizational goals (if applicable).
- Sample questions: *What types of people are involved in this organization? What specific business processes do they have? What functional areas are present in the organization? What specific set of customers do they cater to? What resources / assets are available to the organization to accomplish their goals? What is the organization's Mission / Vision statements?*

2. Company Strategy

- Choose one (1) Company strategy that you wish to improve using a chosen Emerging Technology (Marketing, HR, IT, Customer Relations, Sales, etc.).
- Discuss how the Company currently uses the strategy to attain competitive advantage. (i.e., Customer Service - Using social media to interact and deal with customers and their problems, etc.)
- Sample questions: *What strategy can be improved by an Emerging Technology? What kind of strategy does the organization use specifically? What resources does the company have to achieve their current competitive advantage?*

3. IT Resource Analysis

- What are the IT resources / technologies that the organization currently uses to complement their strategies and/or address their problems (if applicable)?

- Sample questions: *What technologies do they use to make business processes efficient? How well is technology integrated into the organization? What IT resources are available for the employees of the organization?*

4. Emerging Technology (ET) Cases

- Present various examples of the chosen ET being used in the industry today. Have a brief discussion on how the technology was used and implemented in specific organizations. Also indicate how the ET has improved the competitive advantage of the specific organizations. *(Minimum 3 Cases to be presented)*

5. Emerging Technology Alignment

- Identify at least 2 cases that the Company can emulate to strengthen their current strategy. Discuss how each of these cases will fit in the company taking consideration the following:
 - a. **Strategic fit:** *Why is the specific ET the best fit to improve the company's current strategy? How will the proposed ET improve / compliment the current strategy?*
 - b. **Organizational resources:** *What resources will be affected the introduction of the ET? Will the organization need to transition to the new technology fully / partially? Will the emerging technology be economically viable?*
 - c. **Organizational goals:** *How will the ET help the organization achieve its goals? How will the ET improve competitive advantage?*

6. Proposal & Action Plan

- Propose various interventions and adjustments the company can take to fully implement the chosen ET, while taking note of the following (if necessary):
 - a. **Additional resources:** *Will the organization need to acquire additional resources? What kind of resources would they need? What specific IT resources should the organization acquire?*
 - b. **Additional staff:** *Will the organization need to hire additional personnel, and if so, how many? What kind of skills should they have, and which functional area should they be assigned?*
 - c. **Training for current staff:** *Who needs to be trained? What skills should the employees gain from the training? Will training be done for using the technology, or for maintaining?*
 - d. **Government regulations:** *Will there be specific government regulations that the organization should take into consideration? How would they approach these regulations?*
 - e. **TBA**

7. Overall Recommendation

- Indicate any final recommendations that the Company should know.
- Sample questions: *What are the overall benefits of the ET to all stakeholders? What are some pitfalls and issues that the organization can face when implementing the ET?*

8. Resources & References

Rubric for Assessment:

Groups will be graded according to the Rubric located in your syllabus. Along with this, students will also be graded on the following:

- Completeness and quality of their document (Content)
- Appropriateness and variety of resources & references
- Presentation of their Emerging Technology Proposal

Presentation & Deadline:

Groups will present their Emerging Technology Proposal starting on Week 13 and should prepare the following for submission:

- Soft copy of their PowerPoint / Presentation
- Soft copy of the Emerging Technology Proposal submitted thru Canvas