Final Project Instructions

Timelines for Final Project Three deliverables (PDs):
PD1: Oct 16th - Description of case due
PD2: Nov 20th - 10 minute Youtube video
PD3: Nov 29th - Final Report (Drop box)

PD1: Prepare a case (Client team)
With your team, identify an organization that you would like to represent. This can be an organization that one of your team members has worked in, or one that you, as a group, would like to learn more about. You are going to prepare a document that describes the current situation for your organization with some historical background on how the company has gotten to its current situation. You may make use of available public information, but you must be sure to cite your references. Other than references for the facts in your case study, the description of your case must be original material (i.e. you may not find an existing case study online and modify it for this purpose).

Here are the requirements for the case you will write:
- You must describe the history of the organization and how it has evolved to what it currently is
- You must provide a description (or organizational chart) for the current state of the organization (and if there have been several changes in the structure, you could describe those)
- There must be at least 3 issues embedded in the case study connected to the course topics (see course outline).
- You are permitted to introduce some fictional components in writing the case. It needs to be based on fact, but you have some creative license with information that you can't find or that will make the analysis more interesting. Think of movies that are "Based on a true story"
- At the end of the case description, you must pose questions about the organization that you would like the consultant group to investigate/provide recommendations for. Examples include (but are not limited to):
    - Is the structure for the organization a good fit for the environment it operates in?
    - What are the environmental forces operating on this organization and is it equipped to handle those forces?
    - What are the key challenges facing this organization and what recommendations do you have for how those challenges might be addressed?
- Resource for Preparing Case Description (PD1)

The following resource may be useful, specifically sections 2 and 3.
http://www.ntu.edu.vn/Portals/96/Tu%20lieu%20tham%20khao/Phuong%20phap%20giang%20day/case%20writing%20manual.pdf

You will prepare this description of your organization as a case that will be given to another group in the class, who will be assigned as the consultants for you and they will need to analyze the situation for your organization and prepare a report with recommendations. You will act as the client group for them, and answer questions that they have.

PD3: Analyze the case study given to you (Consultant team)
You will be assigned a client team who have prepared a case study for your team to analyze. You will use the information provided to you through the case study and you will have the opportunity to ask questions on Oct 11th projects Q&A session.

You will prepare a report which will be an analysis of the case and associated recommendations for the organization according to the concepts and techniques taught in MSCI-311.

Your main analysis of the PD3 should discuss the following points:
- What technological advancement could compromise the survival of the organization presented in the case?
- What changes would you recommend to lessen the negative aspects of the change?
- Describing at least 3 innovative ways that can help the organization in the future.
- What must the organization do to survive this new technological change?
- Your team solution should be practical in solving the problem presented in PD1 and based on the current technological trends and not an imaginary concept.
- Resources for analyzing the case (PD3):
  Here is a suggestion for the possible format of the case study report:
  http://www.westfield.ma.edu/uploads/writing-liaison-committee/Template_Case_Study_Report_ECON_318_S13.pdf

Document organization for PD1 and PD3:
- Expected length is between 8 and 12 pages, double-spaced.
- Cover page that includes: project title and deliverable code, team names and IDs, and date.
- Each PD should be submitted in Learn drobox in Microsoft Word document.
- Referencing style: IEEE.

PD2: Present your findings about the case study given to you (Consultant team)

- Each team will create about 10 minute video, post it to Youtube and post the link to the video in Learn.
- The video will introduce and explain the main areas of discussion on your PD3.
- The video will enable viewer understanding of PD3.
- You are encouraged to use your creative imagination to increase viewer attention.
- The length of the video should be no more than 13 minutes.
- The video should be posted to a public video site, such as YouTube.
- If the group is uncomfortable with sharing the video publically, they should contact the professor and other arrangements can be made.
- The following points will be used to assess the blog video:
    - Inclusion of the main issues in PD3.
    - Video appearance and use of media (e.g sound quality).
    - Quality viewer understanding of PD3.
    - All team members present and present in the video.

Note:
Peer assessment of contribution by own team members ** if significant imbalance between contribution of team members – may be used to adjust individual team member overall mark.