

scm hrd DEEV 2014
mwm My Writing Master &

ftc PRESENTS **face the Case**
a case study competition

1_IT_10EA14SA20

General Guidelines

Each case will have two parts : 1 & 2

Part 1 (1000 words)

You need to write on “My approach to solve this case” in 1000 words. This part is to be written in sequential point wise format. Addition of graphical objects like images, charts, screenshots etc to explain your point will be favorable. It has to be written in an explanatory format as if you are teacher presenting on your approach for solving this case. The content should be originally written and not copied from any other source.

Part 2 (1000 words)

This part should have solution of the case written in 1000 words(excluding references) keeping the following things in mind.

1. The solution is to be in hand typed and not copy pasted word doc format. Your solution will undergo plagiarism check through “Turnitin” software. Only 5% plagiarism is allowed excluding references. Case solutions with more than 5% plagiarism will automatically be disqualified.
2. The solution should have word doc enabled “in text” (citations) and “out text” (bibliography) referencing in APA format. To know about in text/out text referencing and APA formatting click on this [link](#)
3. Formatting : Your solution should have **Automatic table of content, Word doc enabled in text and out text referencing, Cover page, Times Roman 12 Font, Double spacing paragraph spacing**. To learn on these formatting tools please check this [link](#) and check each and every link on the page which opens.
4. An academic case study should definitely focus on

- The problem at hand
- Linking the problem with theoretical concepts
- Suggesting solution/analyzing it with your own creativity and
- Concluding the case.

Please **do not write executive summary** in the solution. Please bear in mind that a case solution with relevant images, charts and logical flow are always interesting to read.

5. Once again : DO NOT MISS IN TEXT/OUT TEXT REFERENCING in your solution and it should be PLAGIARISM FREE.

Marking criteria

Apart from some specific marking criteria provided in the case study documents, your case solution will also be marked on some standard marking criteria like

- Efforts in analyzing the case,

- Creativity of ideas and linking with existing theories,
- Command on written English and
- Adherence to above mentioned formatting standards

Important Dates

Date and Time of launch : 12 December 2014, 11:00 AM IST

Last date for submission : 21 December 2014, 12 Noon IST

Announcement of results : On or before 23 December 2014 5PM IST

Dispatch of Prizes : On or before 5 JAN 2015

-----**END OF GENERAL GUIDELINES**-----

CASE GUIDELINES (This is a case offered to Networking students of IT management course, University of Queensland)

Congratulations! It is the year 2017 and you have just received The Young ICT Entrepreneur Award and your face is on the cover of New Scientist magazine!! This is for your digital innovation that exploited current and emerging technologies and created a new e-business/product/service/application/technology/business model that the world had not known about before and one that has delivered tangible benefits to users. You wonder why no-one had thought of the idea before; the media is amazed at its popularity and how quickly it was adopted.

Your task for this assignment is to go back in time to 2014 and write the Proposal/Business Plan for starting your proposed new company that won essential investor capital to commercialise your digital innovation. The Business Plan was presented to “Angel Investors”; very experienced business people who support only a small number of start-up companies based on a unique proposition. It was difficult to get an opportunity to present your Business Plan and even more difficult to convince them of the soundness of your idea. Typically the Angel Investors only invite back for further discussions one out of every 20 entrepreneurs who present to them.

Learning objectives

This assignment specifically addresses the following learning objectives of this case.

- Identify and explore contemporary challenges and opportunities in information systems and to formulate an opinion or judgement and offer possible solutions.
- Demonstrate ability to identify potential opportunities for creative and sustainable use of information technologies to achieve corporate objectives.
- Demonstrate ability to collaborate with peers to analyse and solve business problems with information technologies, and present the solution in a team report.
- Demonstrate effective communication by composing writing that communicates ideas, meaning and/or argument in a format that broadly follows conventions in the information systems field.
- Apply technology and online skills to locate relevant information for the assignments, analyse the presented problems and data, and engage in the use of the resources provided on UConnect.

Part 1: Your digital innovation

Write a summary of your proposed initiative addressing the following

- What your innovation is about
- Current business/social/consumer problems your innovation will address/solve
- competitive products/services and why your initiative is different
- The key areas where your innovation is likely to have impact
- Who your customers will be, how large the market is, what will compel them to buy your innovation, how you will attract and retain them
- Problems and drawbacks of your innovation

- The future of your innovation.
- How you can measure the success of your initiative

Part 2: your company

Describe your proposed new company to commercialise your initiative in terms of the

- the industry (e.g. banking, healthcare, travel, airline etc) it operates within,
- its key products/services,
- corporate vision and mission,
- business strategy,
- corporate structure,
- major business processes, and
- relationship with external entities e.g. other organisations, government etc.
- The risks your proposed new company must consider and how these risks can be mitigated

Part 3: Technology requirements and infrastructure

Using relevant sections of the text book, describe and analyse how information systems could assist your company to service your customers, integrate your suppliers and provide operational efficiency, including

- Summarise the information systems requirements (applications)
- Describe the required IT infrastructure

Part 4: Conclusions: finance and key findings

Estimate figures based upon your research and produce an expected Profit & Loss statement for the first 3 years (you can find many examples on-line). Clearly state to Angel Investors how much you are asking them to invest and why; explain the anticipated return they will receive. Clearly state why you have a compelling case for investment.

Marking criteria

ACTIVITY	CRITERION	HD	A	B	C	F
Report	Presentation of report	<p>Professional presentation of material resulting in clarity of message and information.</p> <p>Professional appearance of title page and accurate table of contents. If used, appendices are clearly labelled and referenced.</p> <p>Excellent clarity of expression. Grammar and spelling accurate.</p> <p>Referencing fully compliant with Harvard referencing method.</p> <p>Wide range of</p>	<p>Carefully and logically organised.</p> <p>Title page and table of contents clear and accurate.</p> <p>Appendices used to provide appropriate supporting material.</p> <p>Expression fluent. Grammar and spelling accurate.</p> <p>Referencing compliant with Harvard referencing method with some minor lapses.</p> <p>Variety of appropriate sources appropriately analysed, applied</p>	<p>Shows organisation and coherence.</p> <p>Adequate title page and table of contents.</p> <p>Grammar and spelling mainly accurate</p> <p>Most sources are referenced. Minor errors in referencing method.</p> <p>Clear evidence of research and application of textbook concepts.</p> <p>At times language is unclear and/or poorly unsuitable for CEO.</p>	<p>Shows some attempt to organise in a logical manner.</p> <p>Some flaws in title page and/or table of contents.</p> <p>Grammar and/or spelling contains errors.</p> <p>Gaps in referencing and errors in in-text references or reference list.</p> <p>References are used in a purely descriptive way indicating limitations of understanding.</p> <p>Language is poorly</p>	<p>Disorganised/incoherent. Poor formatting, or missing title page, table of contents.</p> <p>Appendices not clearly identified or referenced.</p> <p>Frequent mistakes in grammar and/or spelling.</p> <p>Unsatisfactory referencing</p>

		<p>appropriate sources appropriately analysed, applied and discussed.</p> <p>Clear and concise letter of transmittal, executive summary, suitable tone and style for CEO</p>	<p>and discussed.</p> <p>Format suitable for CEO with minor lapses in audience focus.</p>		<p>executed or uses too much jargon.</p>	<p>. Few or no references or inconsistent reference method.</p> <p>No evidence of research or irrelevant sources cited.</p> <p>Lacks letter of transmittal or executive summary. Style not appropriate for CEO.</p>
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