

# Term Project

## Identifying Trends in Information Technology

**Please read carefully the instructions below for due dates of the various project deliverables.**

The purpose of this assignment is to give you the opportunity to relate the theory and concepts that we have been emphasizing in class with the marketplace and practice of Information Technology. More specifically, your task is to identify a specific company, product or technology (related to IT – software or hardware), which has not yet "crossed the chasm" into the mainstream marketplace but, in your opinion, is likely to play an important role in the near future. You will do this in teams of 1-2 students. Each team will need to describe its selected company, product or technology in a brief e-mail message sent to the entire class. Each team will also prepare a brief (10 minute) presentation of its case, which will be delivered to the class during the two class sessions that we have set aside for student presentations (May 6 and 8). Finally, the entire class will vote on which of the presented technologies/products/companies is most likely to have the largest impact in the near future. The team that gets the most votes will get a special prize!

The following are the detailed steps for completing this assignment:

1. Form teams of 1-2 students. Our goal is to divide the entire class to about 8-10 teams. Once you have formed a team, one of the team members needs to send an email to the TA listing the names of the team members. **The deadline for forming teams is Friday, April 4.** Following that date, we will assign any remaining students into teams ourselves
2. Collaborate with your team members in order to identify an IT-related company, product or technology, which has not yet "crossed the chasm" into the mainstream marketplace, but in your opinion, is likely to play an important role in the near future. The company/product/technology of your choice can be related to hardware, software or a combination of both. The following are useful sources of information that you can use in order to identify promising IT-related companies, products or technologies:
  - Read the "Marketplace" section of Wall Street Journal, the "Business Day" section of the New York Times, the "Business" section of the Boston Globe, the "Information Technology" section of Business Week, the "Science and Technology" section of Economist, technology-related articles in Financial Times, Fortune, etc.

- Read magazines geared towards IT executives and technology managers, such as **InformationWeek** ([www.informationweek.com](http://www.informationweek.com)) , **Datamation** ([www.datamation.com](http://www.datamation.com)), **ComputerWorld** ([www.computerworld.com](http://www.computerworld.com)), **Red Herring** ([www.redherring.com](http://www.redherring.com)), etc.
  - Surf the Web
3. Once you have identified an IT-related company, product or technology that your team is going to argue for, please send a brief “proposal” email to the instructor. In your proposal, simply list the name of the company, product or technology that your team plans to champion as well as a source of information about the company/product/technology (preferably a URL). We are asking you to do this to make sure that no two teams will champion the same company, product or technology. In cases where two or more teams end up selecting the same company, product or technology then the team that sent email to the instructor first will get approved; the other teams will have to select a different company, product or technology. Therefore, the earlier you send us your “proposal”, the better. **In any event, the deadline for receiving this brief “proposal” email is Thursday April 24 at midnight.**
  4. Send an email to the entire class (through the class server) where you briefly describe your selected company, product and technology and briefly state the reasons why you believe it will have an important impact in the near future. The total length of your message should not exceed one and a half page. Remember, your message will influence how the class votes for your company, product or technology, so prepare it carefully!!! **Your message must be sent to the class list by Thursday May 1 at midnight.**
  5. Prepare a Powerpoint presentation of your selected company/product/technology and your arguments for why you think it is going to be important. One or more members of your team will deliver your presentation during class on May 6 and May 8 (we will email the presentation schedule one week in advance). Each team presentation should last 10 minutes maximum (we will be timing you!) so we suggest that you prepare about 6-8 slides. Each presentation will be followed by 2-3 minutes for questions. **Your Powerpoint slides should be emailed to the instructor at least 24 hours before your scheduled presentation.**

### **Class Voting**

Following the student presentations, the entire class will be asked to vote on which of the presented companies, products and technologies is the most likely to have the greatest impact. **The winning team will be presented with a special prize on Tuesday, May 13 (last lecture before final exam).**

### **Assignment Grading**

For this assignment, you will receive a grade that will count as 20% of your final grade. **All members of each team will get the same grade.**

Each team will be graded based on the following aspects:

30%	quality of email message describing your case (graded by instructor and TAs; 50% penalty for late messages)
50%	quality of presentation (graded by instructor and TAs)
20%	team ranking in class voting (1 <sup>st</sup> team will get 20 points, 2 <sup>nd</sup> team will get 18 points, ..., 9 <sup>th</sup> team will get 4 points, 10 <sup>th</sup> team will get 2 points)

### **SUMMARY: DELIVERABLES DEADLINE SCHEDULE**

April 4	Form teams – Notify TAs
April 24	Submit topic proposal to instructor
May 1	email 1.5-page exec. summary to class
May 6 and 8	Team presentation in class

**In the past this project turned out to be a lot of fun, plus very educational for everybody. Good luck to all!**