

UNIVERSITY *of* MARYLAND
UNIVERSITY COLLEGE - *Asian Division*

Project 1: Strategic Plan for Information Resources

Objective:

This project will provide experience at evaluating different approaches for Strategic Planning of Information Systems. It is a group project and all members of the "team" will receive the same score for the project.

Requirements:

You will work in groups of three people with each person taking a different approach to the SPIR plan. You may use the Case Study described on page 41 of the text book or come up with one of your own. The requirements for this project are as follows.

1. Each person of the group will write a memo describing one opposing position such as Benito, Juan, and Betty in the Case Study as described on page 41. Create one illustration for your memo using a business graphics application such as PowerPoint.
2. After each person identifies their opposing position and writes their memo distribute it to all group members for review.
3. It is time for a meeting to discuss the opposing view points. The meeting should be lively with each person debating their position. Meeting minutes need to be taken and submitted as part of the project. The group together should come to a consensus as to the best plan or create a new optimized plan.
4. Another memo will be written to the president of the corporation describing the optimized SPIR for the firm. The memo should describe required resources for implementing the plan and a proposed time line for implementing the project.
5. Submit a project report for the group which contains the following:
 - a. Title page with project title, summary, and group members names.
 - b. Each of the three memos describing opposing positions with illustrations.
 - c. Meeting minutes.
 - d. Optimized plan for SPIR to be addressed to president.

Due Date and Grading:

Project 1 is due Week 2, at the beginning of the last class. Late projects will be reduced 20% of the total point value for each class period late. Grading will be 80% objective (results, explanations, conclusions) and 20% subjective (neatness, clarity, conciseness, extra work). A project report that correctly meets all specifications in a minimal way will receive a score of 80% of the total points.