Assessment and feedback criteria for this proposal itself -- see back for handwritten remarks

[1] The business paper will be done in teams of 3-4 and will focus on the use of IT systems within a company of your choice.

[2] You should pick a company for which its information system played a key role in making that company successful.

[3] Turn in a one to two-page proposal for the project. You should discuss what you plan to include in your paper, and how you plan to organize it.

[4] You should have done some research by this point, so you know the principal facts about the company, and have ideas about what to include. The structure of the proposal is up to you. One approach for the proposal might be to give a concise SWOT analysis of your company; see for example:

http://en.wikipedia.org/wiki/SWOT_analysis

[5] You should list some of the references you plan to cite in the final paper.

At the end of the quarter, the teaching team will use a set of criteria that includes the following items to assign a final score to each business paper. Point totals by each criterion are approximate, and are intended to give you an idea of the relative weighting.

Overall Is the paper organized in a coherent fashion, or would it be more persuasive if it were organized differently?

[1] (20 pts) How well did the group complete their industry profile, in accordance with instructions? For example, did the Porter competitive model include an adequate analysis for each of the five forces, and an adequate analysis of the overall picture?

[2] (20 pts) How well did the group complete the company profile as stated in the instructions?

[3] (20 pts) IT: how well did the group describe the company's use of business information systems? We are looking for analysis in terms of ISM 50 concepts, and non-trivial uses of IT.

[4] (5 pts) How well did the group describe the company's leadership and their IT deployment decisions?

[5] (10 pts) How well did the group report on market and financial performance as stated in the instructions?

[6] (5 pts) How convincingly did the group describe the likely future trajectory of the company?

[7] (20 pts) Writing quality and citations. Maturity, grammar, punctuation, spelling, mistakes citing numbers. We want groups to cite 5 or more print sources, and to have a proper bibliography section at the end. Was any major part of the text dependent on a single source? The group's analysis should be their original work, and not copied/borrowed wholesale from sources.