Concepts and Applications of Information Technology (IFSM201)
Class Project

Purpose of this Assignment

The *Class Project* is the most significant assignment in this course, Concepts and Applications of Information Technology. As such, it accounts for 40% of the course points. This assignment is comprised of two deliverables; a SWOT Analysis and a Presentation. The SWOT Analysis is due in Week 4 (worth 15% of course grade), and the Presentation is due in Week 8 (worth 25% of course grade).

This assignment gives you the opportunity to demonstrate your ability to research, evaluate, and describe business strategy focused on information technology tools and services. This assignment specifically addresses the following course outcomes:

- Identify the basic components of the information system: hardware, software, data, processes, and people, and how these components are used to support strategic decision making.
- Apply information technology tools for research, data gathering and information analysis, problem-solving, decision-making, and communicating information that aligns with business needs and objectives.

Start Here

The *Class Project* for this course focuses on the evaluation of a business or organization and how they might strengthen their operations through technology, including their information systems. There are two parts to the Class Project; the SWOT Analysis and the Presentation. You will use the same business/organization for both parts; however, the grade received on the SWOT Analysis will not affect the grade for the Presentation (they are separate assignments).

Step 1: Choose a Business or Organization

To begin, choose a business or organization that you would like to evaluate – it can be where you work, a school (UMGC), a place of worship, government entity (e.g., DMV, Secretary of State, courthouse, etc.), or any other type of organization. **Since the focus of the analysis will involve information technology, the best type of organization to choose is one where you can envision technology playing a key role in improving products, processes, or services.**

From this point on, the instructions focus on the second deliverable, the Presentation

Step 2: The Presentation (due week 8)

Now that you have chosen a business or organization for your Class Project and completed the SWOT Analysis, it is time to complete the second deliverable – the Presentation. As you demonstrated, the SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats -- SWOT stands for: **S**trength, **W**eakness, **O**pportunity, **T**hreat. Commonly used by businesses, this tool focuses on factors that are important to strategic decision making. These factors include both internal and external influences on the viability of the organization.

The *Presentation* is a methodology for illustrating and explaining information to stakeholders in an organization. You will use the Microsoft PowerPoint tool to create a presentation for the leadership of the organization you chose for this Project. The SWOT Analysis you did provides the context for the presentation and you will use the attributes you identified in your SWOT Table to justify the recommendations you will make for improvements to the organization.

The goal of the Presentation is to inform your audience, the senior leadership of the organization, of the internal and external factors most critical to the health of the organization, and recommend alternatives based on Information Technology that can help mitigate weaknesses and threats.

For more explanations on a PowerPoint Presentation, go to the following resources, available in the week 8 Content:

- Getting Started with PowerPoint 2016
- POWERPOINT 2016 FOR MAC QUICK START GUIDE
- POWERPOINT 2016 QUICK START GUIDE (Windows)
- PowerPoint: Managing Slides

Step 3: Create the PowerPoint Presentation

Now that you have completed a SWOT Analysis on the organization you chose, it is time to create a PowerPoint presentation that will be submitted to your instructor/classroom.

The presentation should include the following and be a minimum of 10-12 slides in length (not including Title or Reference slides):

1. **Title slide** - the title of presentation, company/organization name, your name, course, and date of submission.
2. **Purpose** – briefly describe the purpose of the presentation and a summary of the organization, including the business the organization is in (e.g., retail, production, technology services, education, etc.)
3. **SWOT Findings** -   6-7 slides including a slide with the SWOT Table you created. Use slides and notes to explain the business's strengths and weaknesses, as well as the

opportunities and threats it faces in the marketplace. In addition to the SWOT Table, each quadrant (strengths, weaknesses, opportunities, threats) should have its own slide and in-depth Notes. Last, answer the question: how are the strengths, weaknesses, opportunities, and threats interconnected?

4. **Focus on Information Systems** – 2-3 slides describing recommendations based on the SWOT analysis; how can the information system components (hardware, software, data, people, processes) contribute to overcoming external barriers and bettering the health of the organization?

5. **Summary/Conclusion** – synthesize the presentation – what were the most important points?

6. **References** - cite at least two resources with APA formatted citation and reference.
    a. Remember to correctly cite and reference all sources. Any direct quotes should be indicated within the slide text with appropriate quotation marks and an in-text citation (however, direct quotes should be short and used sparingly, if at all). Complete references for sources should be included in the corresponding Notes section. Paraphrased material can just be referenced within the Notes section of the slides without an in-text citation on the slide. This deviates from APA style but keeps the slides more readable.

ALL Slides MUST Have Notes – provide a comprehensive explanation of what is on the slide. Since there is no oral presentation, the Notes serve to explain what the audience sees on the slide The bullet points in your presentation will be **<u>supported by relevant details in the Notes section of the slides, which contain the actual words you would say to the stakeholders as you present each slide</u>**. Since you cannot actually present the slides in person, the Notes will show what you would actually say. This is an important part of your presentation. Presentations with limited or no "Notes" will receive much lower grades, because the bullets cannot tell the whole story.

Tips for a good PowerPoint Presentation:

- Include relevant graphics, including the SWOT Table.
- Each slide should have a title and a limited amount of text. The presentation should capture **key bullet points** and **not** include complete paragraphs and detailed text. The Notes feature will provide that explanations/narration for what the audience sees on the slide.
- There are options in PowerPoint to make a presentation stylish and unordinary, including background colors, but keep it professional looking – remember your audience.
- Font size should be readable, as in at least 16 point and good contrast with background.
- Use animations sparingly to enhance your presentation.
- Keep Your Slides Simple.
- Proofread and Spellcheck (including what you write in the Notes section)!

GRADING RUBRIC:

Criteria	Weight (points)	Excellent (90-100)	Very Good (80-89%)	Good (70-79%)	Needs Development (<70%)
Effectiveness	3	Presentation includes all material needed to gain a comfortable understanding of the project.	Presentation includes most material needed to gain a comfortable understanding of the material but is lacking one or two key elements.	Presentation is missing more than two key elements.	Presentation is lacking several key elements and has inaccuracies.
Sequencing of Information	5	Information is organized in a clear, logical way. It is easy to follow from one slide to the next. Notes are used on every slide to provide explanations.	Most information is organized in a clear, logical way. Notes are used on most slides to provide explanations.	Some information is logically sequenced. Notes are missing from many slides; therefore, information is not explained.	There is no clear plan for the organization of information and/or Notes are not included.
SWOT Findings	7	The SWOT (strengths, weaknesses, opportunities, threats) Analysis is described clearly and its importance to the organization is evident.	The SWOT (strengths, weaknesses, opportunities, threats) Analysis is described fairly clearly and its importance to the organization is evident.	The SWOT (strengths, weaknesses, opportunities, threats) Analysis is described clearly but its importance to the organization is not evident.	The SWOT (strengths, weaknesses, opportunities, threats) Analysis is not described clearly and its importance to the organization is not evident.

Recommendations	7	Recommendations tie the SWOT Analysis to the betterment of the organization in a succinct and clear manner.	Recommendations tie the SWOT Analysis to the betterment of the organization in a somewhat clear manner.	Recommendations address the SWOT Analysis but do not tie to the betterment of the organization.	Recommendations do not address the SWOT Analysis or tie to the betterment of the organization.
Presentation format and writing mechanics	3	Presentation is formatted to meet all expectations and there are no issues with spelling, grammar, or other mechanics.	A couple of issues with formatting / writing mechanics.	3-5 issues with formatting / writing mechanics.	Numerous issues with formatting / writing mechanics.