

623:343

Managing Emerging Information Technologies Term Project Instructions

Goal: To write a short case study that describes the introduction of an emerging information technology into the organization. The purpose of this project is to learn how you can help introduce new technologies into your workplace.

Note: This project requires you to work with a real organization in the Delaware Valley (New Jersey, Pennsylvania, or Delaware). This organization can be a small business, a large company, or a nonprofit group. The information technology must be real as well, but can be hardware or software that contains a new technology.

The organization you work with must either use or be preparing to use the technology you describe. The organization is typically not the creator of the technology. For example, you can study a trucking company that uses a GPS, but not Garmin, a manufacturer of the GPS product.

The technology must be an information technology. A TV set, a microwave oven, or a Roomba vacuum cleaner are examples of technology, but they are not information technologies.

Instructions for the Term Project

Choose one of the emerging information technologies you are curious about. Find an organization that is implementing the technology (or has recently implemented it). If you are employed, this may be the firm where you are currently employed. It can be a small business or a large company. It can be a nonprofit organization such as a religious group or a theatre, or it can be a hospital or clinic.

This project should emphasize how an emerging information technology has been implemented or is planned to be implemented in a particular organization. Understanding and describing how that organization implemented the technology is the key to a good case study.

You need to conduct primary research by visiting an organization to gather data for your project. While you may want to include a few references from trade journals, reference manuals, internal organizational documents, and the like, most of your insights will come from interviewing, investigating, and observing how the technology is used within the organization.

You will be asked to provide contact information (name, title, phone, email) for your main contact, so that appropriate letters of appreciation can be sent.

Use your data to write a case study of the organization that includes an overview of the organization, their culture and orientation (whether a service or manufacturing concern) as well as the technological climate; a description of the hardware and software they are

using (complete with screen captures and examples of manuals) as well as the people involved in the implementation; the problems they are addressing or opportunities they are capturing by using the technology; the problems and or barriers they are experiencing; and what lessons you believe *other* organizations can learn from what your case study has shown.

Deliverables

1. A 3,000-4,000 word (important) case study of an actual organization that makes the company and the process it used to implement an emerging information technology come alive.
2. Your paper should follow this general outline (use the heading in **bold**):

Title page. (The title should include the name of the technology and name of the organization you worked with. Also type your name, 52:623:343, the date, and include a company logo or photo). **DO NOT** include a Table of Contents. Remember to number the pages.

Executive Summary. (Write this part last; it is a hundred word summary of what you did in this project.)

1. **Overview of the Organization, Culture, and Technology Climate.** (Describe the company you visit.)
2. **Motivation for Introducing the New Technology.** (Identify the problems and opportunities that are being addressed with the technology. 2 to 4 reasons)
3. **The Emerging Information Technology: What it Is and How it Works** (Describe the technology, but don't be overly technical in this section.)
4. **What Barriers and Obstacles Needed to be Overcome.** (Identify any barriers that have been encountered in the implementation and elaborate on how they were (or will be) overcome. (3 to 4 barriers)
5. **People and their Roles.** (Describe the qualities of those who were involved in the technology implementation.)
6. **The Implementation Process.** (Describe the steps the organization followed (or will follow) to introduce and implement the information technology.
7. **Major Benefits Gained.** (Identify how the organization is better now than it was before the information technology was implemented. (3 to 4 benefits)
8. **Lessons Learned.** (Explain how your study can be generalized to other organizations so that others may benefit from your experiences. (3 to 4 lessons)
9. **Conclusion.** (Here is your chance to tell us why the technology is great and how a company can easily adopt this technology if they follow the guidelines in the paper.)

Also add a References section, which cites conversations you had with employees, including name of person, their organizational position, date, location, and time of interview.

IMPORTANT: As soon as you receive a commitment from an organization, use the form on sakai under “Tests and Quizzes” to post your project proposal for the instructor’s approval.

You will need to answer the following questions (Do NOT answer in full sentences):

1. What is the EXACT name of the Delaware Valley organization you will be visiting and writing about? (6 words or less, just the name; not a sentence)
2. What is the complete address of the business including zip code? (Try this out in Google maps before you enter it in sakai)
3. What is the company’s website (for example, www.thekendalls.org)?
4. Who will be your main contact for information about the organization (first name, last name, title, phone number, email)? Note that it cannot be yourself.
5. What is the technology you will be writing about? (4 words or less)
6. What is the name of the company that developed the technology? (Less than 5 words). It should not be the same company you listed in #1 above.
6. Tell me whether the organization is using or is planning to use the information technology in the near future. (One word, either “using” or “planning”).

Guidelines

Try to achieve balance. The sections should be roughly of equal length. If you include figures, photographs, or other exhibits, the paper may be longer.

Double space the report and use APA style. A link to the guidelines can be found on the www.thekendalls.org website.

The term project is an organization case study. It should be written in a style similar to other case studies in which the solution is provided. It should be set up as a problem, a struggle, a solution, and a moral to the story (as in lessons learned). The conclusion wraps up the story. It repeats the story in a concise way and encourages others to adopt similar technologies.

Grading. Generally, each of the project deliverables is graded on its content (originality, accuracy and realism), contribution to the field of emerging information technology, cohesiveness, and depth of your grasp of the material you present, along with professional style. The Term Project must be your original work.

You will be uploading a Microsoft Word file (.docx file) to sakai. You are not allowed to submit an Apple Pages or any other document file. Your term project is considered complete and can be assigned a grade when I receive the electronic (sakai.rutgers.edu) copy of your term project report.