NBA 600 Strategic Role of Information Technology
Final Project

Handed out: Tuesday April 1
Due: One printed copy and one electronic copy. Hand in both your write-up and your presentation materials before class Tuesday April 29, 2003 (electronic copy to dph2@cornell.edu; printed copy either at my office, 346 Sage, or the classroom). In-class 15 minute presentation on April 29 or May 1.

In this project you are to research an industry that is in the process of being transformed by information technology. The technology must be far enough along that it is clearly having an impact, although that impact should be in the early stages of being responded to by the industry. Your investigation should analyze the competitive structure of the industry, how the new information technology is changing that structure, and what is likely to happen as a result. For instance, you should analyze how the technology affects substitutes, or influences supplier or customer power, or competition within the industry.

You should make predictions, supported by initial evidence, about where your chosen industry is heading, given the new technology. The types of predictions in the Goldman Sachs “Fear the Penguin” report make a good model, although that report is not based as much on competitive analysis as yours should be.

Your write-up should be 10-15 double-spaced pages in length, not including figures or references. You should be certain that your write-up specifically addresses an emerging information technology, its initial impact on your chosen industry, and predictions of further impact. Your points should be supported with evidence, either quantitative or qualitative. Be sure to relate this evidence to your analysis. Data alone is not enough without analysis of the data.

In addition, you should create a presentation to give in class, consisting of 5-8 slides that make your main points, supported by data and analysis. Delivering this presentation should take about 10 minutes, with a few minutes for questions. You should choose one member of your group to make the presentation, but you should all be prepared to answer questions.

You should work in the groups that were used for the last project, unless you first speak to me about changing groups. Each group should turn in one paper and one presentation with the names of all group members on the first page. Each group needs to review your proposed topic with me by April 10th (sooner is better so you can get going on your write-up). You should have done some preliminary research on your proposed topic before meeting with me. Schedule an appointment for your group to see me via email.