

CMPT 641: DIGITAL TRANSFORMATION

IDEA

The idea of this assignment is to familiarize MBA candidates with the recent digital transformation solutions in industry and area of expertise. The assignment allows the opportunity to address problems or opportunities in various facets of industry domains as well as fields of interest (Finance, Marketing and so on).

EXPECTATIONS

Candidates will be expected to discuss one of the recent digital transformation trends and discuss its potential application, benefits to the company, process of implementation, changes it can introduce to the people working in the company, and the associated risk with the technology.

Introduction

1.1 Introduction

- Discuss the background of the analysis/research
- Explain the relevance to the industry or company used in the analysis in conjunction with the current business environment
- In a paragraph explain the purpose of the research, the relevance of the problem to the current business environment

1.2 Scope and Objectives (deliverables)

- Scope: Clarify the scope of the analysis or research
- Objectives: clearly state the objective (similar to a research statement)

2.0 Background Research/Literature Review

2.1 Business

- Use more than 3 reputed media articles/opinions
- The articles/opinions must be associated with the area of analysis/research and should be cohesively analyzed

3.0 Methodology

- Discuss the methodology and the technology behind the selected trend.

4.0 Analysis

- Discuss the potential impacts, risk, etc of the selected technological trend.

5.0 Conclusion

- Use sections 2, 3, and 4 and provide conclusive remarks
- Provide solution to the problem along with some empirical evidence

GRADING RUBRIC

Key Points	Grade allocation (%)
Format (font type, size, tables, charts)	20
Analysis	35

Overall content	25
Creativity in presenting the data	10
APA (in text citations, reference page) **	10

WORD LIMIT

2,500 words (excluding tables, graphs, bibliography and appendix) ($\pm 10\%$)