SACRAMENTO STATE UNIVERSITY
College of Business Administration

MIS 270 – Strategic IT Analysis and Planning

Strategic IT Plan Paper

Points: 100   Due: Monday, April 24

The purpose of the paper is to better familiarize you with IT strategic planning by applying the concepts that were discussed in class and in your textbook and handouts. As stated in the course syllabus, the paper involves finding an organization (different from one presented in class), and developing a strategic IT plan. Although your plan will possess characteristics unique to the organization, it should reflect and possess the planning principles discussed in class and the textbook.

Structure

The following guidelines have been assembled to assist you:

- Length. The length of your paper should be within the range of 8 to 15 typewritten, double-spaced pages (12-point proportional font, 1-inch left, right, top and bottom margins). **Not included** in this limited are the cover page, tables, figures or other supportive material. Material not directly supporting a point, but conveys important and necessary information belongs in an appendix.

- Structure. The organization of your paper is important. Please adhere to the following structure:

Executive Summary	Present a condensed version of your paper in 500 words or less.
Abstract	Present a brief (200 word maximum) and concise overview of your paper. The abstract provides the reader with a general idea of your paper's focus without having to read it in its entirety.
Introduction (*No more than 1 page*)	Introduce your topic, problem statement from which the purpose and objective(s) of your paper can be stated.
Description of the Business (*No more than 3 pages*)	Include in your discussion the business organization's • Profile and industry • Description of the structure and level of IT resources/investment per the strategic grid (and explanation) • Internal and external factors affecting (impacting) existing IT strategy, including current and future threats and opportunities • Description of the linkage between the business and IT strategies
Proposed IT Strategic Plan	Basis for the plan • Identify and describe the focus of the strategic IT plan (*What does it enable the business to do or accomplish?*) • Identify and describe the goals associated with plan

	• Description of how the plan addresses the (current and future) threats and opportunities you have previously identified • How does the plan impact other organizational components per MIT90 framework
Body of Discussion	• Assess the plan's fit to the organization. *How does it change (improve) the organization, such as its competitiveness? What are the strategic benefits and advantages the business stands to reap?* • Propose an organized approach for implementing the plan (i.e., phases, prioritized schedule, timing, etc.). • Identify the key issues associated with the implementation of the plan. • Discuss the sustainability of the plan's impact on competitiveness. *What is the lifespan of the plan? Can the business sustain the plan?*
Conclusion	Present the conclusions that can be drawn from your proposed plan. *Does your plan address the problems presented in the problem statement? What is its best selling point (why should someone buy into it)?*
Summary	Summarize your paper.

- Include on your cover page the title of your paper, your name, and the current date. Do **NOT** bind (in any way, shape or form) your paper; a staple through the upper left corner will suffice!

- Diagrams and charts. Hand-drawn diagrams and charts are not acceptable; they should be computer generated. Place these items in figures and on separate pages (one figure or table per page). Be sure to descriptively label them in their captions (e.g., Figure 1. Growth in e-commerce, Table 1. Market share and gross revenues). The page containing the figure or table should be placed immediately following its first reference.

- Please submit 2 copies of your paper.

What to Follow

When composing your plan, think about our discussions on American Airlines and Sabre (horizontal integration), Peapod (e-business), Boeing and its 787 airliner (supply chain management), Walmart (vertical integration) and Aloha Airlines (threats and proposed IT strategies).

What to Avoid

Avoid building a plan around a specific technology, such as RFID. This only represents a means for implementing a part of the plan.