University of Dayton  
MIS 366/MBA 667A ASSIGNMENT – PROJECT PROPOSAL GROUP ASSIGNMENT  
See syllabus for due date.

This assignment is worth 5% of your Homework Assignment Component

Business Intelligence is a broad field with many issues and topics; consequently, we will not cover in the course all topics in the depth you may wish (e.g., we are not using the Microsoft suite of BI tools and we are not studying in any depth text analytics). The purpose of the term project is to allow you to explore in depth a BI topic of personal interest, which could include building a system prototype for a specific application. Some parameters about the projects are:

The deliverable of the project will be a research paper (10-12 pages plus tables, exhibits and references) on a BI topic not covered in the main part of class, or a BI System Prototype/Application, with a shorter (5-6 pages) paper intended to describe your system prototype/application (client if any, problem addressed, and how the system prototype addresses it). This main part of the assignment is worth 200 points/1000. Please note the correction from the first set of slides.

Your team will also deliver a presentation (25 points/1000) in class. The presentation will consist either of presenting your research to the class or describing/demonstrating your application prototype.

The entire project will be worth 225 points/1000 (in addition to the points awarded for this team project proposal).

The proposal due on February 12 will be graded for clarity, neatness (the usual stuff for papers). It will also outline the topic and expected deliverable from the project, the role of each group member, and what resources or references the group will draw upon to create the research paper/prototype. Overall length should be in the 2-3 page range (but if you need a page or so more don’t be shy).

Projects will be preferably field-based, typically based in a real organization, or provided by the instructor. Projects (either a research paper or a system prototype) might address the (re)design of a BI application for some problem area, evaluation and selection of BI tools, (re)design of a BI architecture for the organization (e.g., evaluation of a SaaS [Software as a Service] architecture for BI in an organization), (re)design of a master data management program for the organization, or research into the applicability of some advanced BI approach for the organization (e.g., text mining, data mining, spatial or geographic BI, Web/clickstream analytics, BI for Customer Relationship Management or for Supply Chain Management). System

Teams choosing to build a system prototype, are allowed to be a bit less “bleeding edge”, representing more of an application of what we have learned rather than learning something we didn’t cover and then building it.

Teams should be aware that they will be evaluated at least in part against what has been promised in this proposal. Hence, teams are strongly encouraged not to promise the building an entire suite of applications, or a complete production-ready system. Teams going for a research paper should be clear and detailed on what the paper will address. For a system prototype, a well-thought-out prototype that helps answer some of the questions relevant to the real-world problem you are addressing would be acceptable. For the research papers, this means being fairly narrowly focused and going into depth on the topic of choice.

Please feel free to visit my office for further guidance on how to approach this assignment.