

Assignment 3: Business Case for Martial Arts Academy

For this assignment, you will prepare a **Business Case** for Martial Arts Academy scenario from the textbook. This is your **first major assignment (25 points)**, so allow sufficient time for completion. You will do this assignment independently; please ignore any wording in your textbook regarding “fellow team members”.

Do a thorough job of analyzing the situation and preparing the Business Case. Your Business Case should be professional-looking and well-written. It should answer the questions posed in the assignment (pages 80-82). As always, it should show a *depth of knowledge/analysis*, evidence of *concepts taken from this week’s reading*, plus your own *analysis/interpretation* of the topic.

I have posted a sample Business Case (see the *Husky Sample Business Case*) to give you some idea of what a “good” document might look like. It should be clear that you should use this as an example and not plagiarize from the Husky document. Your Business Case may look very different from this – so be creative!

1. Go back and thoroughly read the “**Martial Arts Academy School Management System**” scenario from **Chapter 1** (page 16-18. You can stop reading at “*Deliverable: Team Charter*”). As stated, you will be doing this assignment on your own, so you will be working independently. Ignore any reference to your “team”, and know that you will be playing the role of an independent consultant hired by Martial Arts Academy.
2. Thoroughly read the “**Martial Arts Academy School Management System**” assignment in **Chapter 3** (page 80-82). As explained in the text, this is a fictitious case and you will need to make some assumptions. You should, however, do *real research* into actual software packages and computer hardware in order to complete the **TCO** (Total Cost of Ownership) section. Please identify the specific names/prices of all software/hardware in your Business Case.
3. Address all the items from pages 81-82 and prepare a well-written Business Case document. Please note that these are the minimum requirements and you may incorporate other details as necessary. Feel free to add charts, tables or other graphics to illustrate your case.
4. At the end, please **add a section** for your “**Elevator Pitch**” for the **Martial Arts Academy**. The idea of an “*Elevator Pitch*” is described at the bottom of page 83 in your text. As explained, an “*Elevator Pitch*” should summarize your Business Case in about 30 seconds – the time it takes to ride in an elevator from the ground floor to the top. You have 2 choices for submitting your “*Elevator Pitch*”:
 - a. Summarize your “pitch” in writing and include it in your Business Case document.
 - b. Record a **video** of your Elevator Pitch and post it as a video to share with the class (*this will qualify you for EXTRA credit.*)

Submit your final document in *Blackboard*. (Please submit as a *WORD DOC* or *PDF*). 25 points