Final Paper

The final paper should be completed in the same groups of 3-4 as your short interim papers. It is due for submission before class starts on Monday 14 May.

Whereas the short interim papers are essentially descriptive, the final paper should be prescriptive. It should focus on a specific player or players within your chosen domain, the same domain as for the interim papers, and sets out what you believe is the overall technology strategy or strategies should be, or its strategy or strategies with respect to a particular technology. The recommendations should cover creating and capturing value, key decisions and delivering value. It should also include the supporting analysis and rationale for your recommendations, applying the ways of thinking and mental models developed in the class.

The written paper should be about ten to twelve (10-12) pages in length (excluding tables or figures, 1.5 spaced, 10 to 12 point (10-12pt) font and 1 inch or greater (≥1") margins).

Relevant previous titles have included: The future of fuel cells; Iridium LL: A technology strategy for global satellite technology; Red Hat and Linux: The battle for a standard