

Business Technology Management (BTMA 455)

Project Examples

Startups:

- This start up was wanting to facilitate the exchange of merchandise using blockchain to allow customers to buy and sell using cryptocurrency. Students researched stablecoin companies currently on the market, creating a list of potential candidates and included what was required for successful implementation. The students also researched different banking institutions considering using stablecoin, giving the organization recommendations on different options that would suit the company structure.
- This start up in the digital space was wanting to demonstrate better value to clients using their services. The students analyzed data and recommended specific KPI's that the company could show visually on their external website to demonstrate client value.
- This start up was struggling with customer experience and business functionality. The students researched and recommended the development of a specific mobile application with interfaces for both customers and employees.

Small/Medium/Large Business:

- This consulting organization wanted to understand how best to adjust operations to target specific companies with their services. The students developed concurrent analytical support for their market penetration strategy in a time of business revaluation and growth. Students did a survey analysis of potential market penetration into new industries and provided a comparative evaluation of different analytical software capabilities, price and value.
- This large organization was using two material management systems to house master data used by different function groups within the organization. For time and cost saving measures, the organization wanted to consolidate and move existing live data from one system to the other creating a single data source for materials management allowing easier identification of materials to reuse, sell or discard. The student team mapped item records from one system to their correct counterpart in the other system and provided a data transference plan. The project included the students analyzing and cleaning data to further determine accuracy and validity.

- This large organization was struggling to demonstrate the value of the IT department to other non-IT employees; how could they create appreciation and empathy for those that work in the call centre and those that keep the technology infrastructure up and running. The students researched and recommended various strategies and tools for communicating the work that the IT team does behind the scenes that is too often taken for granted.
- This large organization was struggling with the navigation of vast amounts of information on their webpage. The students researched an artificial intelligence (AI) operated chat system that could direct users to the information that they are searching for. The students created a detailed consulting report that analyzed chatbot technology, feasibility, implementation, risks, impacts and stakeholder engagement required to successfully implement.

Non Profit:

- This organization was using very traditional methods to increase awareness of their social issue but program/event turnout was very low. Students researched and recommended the best technology and social media platforms to connect with their audience and suggested analytical tools to further analyze data from the platforms.
- This organization was struggling with staff and community engagement at their events. The students provided recommendations for a platform to centralize the distribution of event information, simplify event check-in and provide meaningful statistics around events.

Social Enterprise:

- This socially driven web platform was looking for ways to improve the platform to maximize participation on it from major stakeholders. The student team ran a gap analysis, developed a playbook for one of the platforms largest interactive events and made other business technology recommendations around data management, performance evaluation and business optimization.