

LLSMS/F2903: Digital Transformation Management/Digital Business Systems

Group Project

As an IT digital transformation consultancy team, you have been hired to answer a request-for-proposal and deliver a proof-of-concept concerning an integrated business information system in order to support the digital transformation of a company of your choice.

You will then have to provide a consultancy report working mock-up (system prototype with the cloud-based Odoo platform) as well as a conceptual reflection to demonstrate the concrete viability and strategic positioning of your proposal.

The choice and business domain of the company/organization you consider is entirely yours. It is absolutely not required to take a real company/organization. It should be a **fictional** company but has to be however realistic. You can of course take inspiration from a real-world company but then change the name and reduce the scope. Examples can be a financial institution, a production company, an industry, an academic institution a public organization, a vertical, ... active in a specific domain such as Aeronautics, Automotive, Banking, Construction, Consumer, Education and Research, Energy, Engineering, Oil and Gas, FMCG, Financial, Food and beverage, Government, Healthcare, Industrial Machineries, Insurance, Manufacturing, Media, Mining Online, Pharmaceutical, Postal Services, Real Estate, Religion, Retail, Technology, Telecommunications, Transportation, Travel, ...

Project

As a group of 6 students, you have to deliver:

- An integrated system with Odoo for managing business processes of your company. Make sure you illustrate the use of each important modules of Odoo (i.e., *HR, Purchases, Accounting, Sales, Warehouse, Manufacturing, Marketing*).
- A reflection on your project with respect to the theory and concepts explained in the different parts of the course.
- **Important:** your system must be **just a prototype/proof-of-concept**. That means that even if they have to be based on reality and should run smoothly, you have a lot of freedom to imagine, model and implement the business processes and features you want. You can thus decide the way you drive your project. The objective is **primarily** to demonstrate your practical knowledge of the concepts explained during the course and the Odoo platform and not to deliver a comprehensive real-life system.

Structure of the report

The final report should contain

- an abstract summarizing the work

- an introduction explaining the context and motivation of your project
- the description of the business/company/organization you have chosen
- the organization and planification of your team and work
- the description of your odoo implementation (including access info to your odoo system)
- the description of the Zapier – Odoo connection with respect to external tools integration advantages
- the positioning of your proposal with respect to digital transformation, competition, customer/supplier, ethical, and change management aspects
- a conclusion including limitations and future work
- a small bibliography with references

The organization of your team in terms of responsibility is yours, however, it is important to note that this is a group project, i.e., members of the group should coordinate with one another, be aware of each member's part of the work and develop a common vision of the final proposal.

Deliverables

Each group will deliver:

- An interim report (max 3 pages) insisting on:
 - a description of the business/company/organization you have chosen;
 - a draft organization and planification of your team and work;
 - a draft description of your envisioned odoo implementation;
- A final report (max 20 pages + annexes) with the structure explained above;
- A deck of 10 slides supporting the (20 min) oral presentation of your project.