

Last year (2023-2024) feedback on the draft report

SYNTHESIS

LLSMF/S2903 Digital Business Systems - Digital Transformation Management

DISCLAIMER: This document is a response to some of the questions and comments that emerged during the feedback sessions after draft reports last year. It does not propose any new standards or instructions in relation to the project, but offers advice likely to serve the interests of all the groups in carrying out their work. Before sending your draft report, you can check those questions to find out where you stand in your work.

1. **Have you really started working on the project yet?**
 - a. Have you ever worked out how the fictitious company works?
 - b. Do you already have an Odoo database for your group project?
 - c. If the answer is 'no' to any of these questions, it's time to get started.
 - i. In fact, there are just two weeks left (Week 5 and Week 6) to get to the heart of your work, before submission of the slides and video (Week 7) and the final report (Week 8).
2. **Are you well advanced in your work?**
 - a. If this is the case, it's likely that this document won't be of much use to you.
 - b. However, it may help you to write a better final report.
 - c. In any case, it's not a question of starting from scratch and undoing what you've already worked on.
3. **Are you unsure how to proceed?**
 - a. Please do not hesitate to contact the teaching staff who supervise this course.
4. **Read the instructions for the group project carefully and follow them.**
 - a. The aim of the assignment is to demonstrate your knowledge of the course concepts and your ability to apply them in a simulated situation.
 - b. In this simulated situation, you are consultants called in by this fictitious company to carry out a needs analysis with a view to implementing a digital transformation. You are not the managers or even the employees of this company, but consultants mandated by it to carry out a very specific task.
 - c. Your report is an IT digital transformation consultancy report.
 - d. Your report is not a marketing proposal to sell a company, product or service.
 - e. Be as relevant as possible, and don't get bogged down in unnecessary detail. Give detail where it's needed, where it's relevant to make the situation to be analyzed interesting, but no more. Be as clear as possible.
 - f. On the other hand, provide sufficient detail on how the company operates (objectives, nature of products or services, business processes, resources to feed these processes). These "details" are in fact your analysis of the company, so that you can fully understand it and deliver a meaningful digital transformation proposal.

- g. The company you define doesn't have to actually exist. It can be totally or partially fictitious.
- h. If the company you're proposing is indeed fictitious, you can nevertheless draw your inspiration from a real case, i.e. an existing company.
- i. In any case, this company is asking you to propose a way of achieving its digital transformation.
- j. For the rest of this presentation, we'll simply refer to it as a "fictitious company", because you have to imagine it in the context of a situation that is itself totally fictitious: namely, the fact that you've been commissioned by it to carry out its digital transformation.
- k. Don't embark on the implementation of a model in the Odoo platform until you have thought through and described a sufficiently clear operating logic for the company.
- l. The fictitious situation of the company to be analyzed will be interesting if it is sufficiently logical and realistic (i.e., it respects the way a company functions in a given environment), and if it allows you to apply your understanding of the course.
- m. Make sure there's enough complexity in this situation so that it's manageable from the point of view of implementation in Odoo and also in your ability to communicate about the project (via slides and video presentation).
- n. Make sure you think of a situation where digitizing the fictitious company makes sense. Indeed, you need to be able to justify why the company needs such a transformation (e.g., what benefits it hopes to gain).
- o. In your final report, you'll need to include a section in which you express your views on the viability of your digital transformation proposal and its strategic positioning (from an "IT strategy" point of view). So you need to start thinking about these aspects now, and lay the foundations for a situation in which you can express your views on them.
- p. This will also give you the opportunity to reflect on the limits of your work in the conclusion of the final report. Please note: when writing this reflection, remember that you are supposed to be a team of consultants. We therefore do not ask you, as students, to express any personal difficulties you may have encountered in carrying out the work. While such feedback is not without interest for us, its place in the final report is not desired.

5. Organizing your work

- a. Make sure group members are on the same wavelength in terms of work objectives, as well as the company's operating logic.
- b. Make sure you divide up the tasks so that everyone can make their contribution.
- c. Make sure you see each other regularly and communicate with each other so that you can maintain a common view of the project's progress and help each other move forward.

6. You can develop your project

- a. Your project may change along the way.
- b. You are free to create your own fictitious situation based on the above. If you want to change anything between the interim and final reports, that's no problem. You can make these changes without justifying them.
- c. If you need to drop one or other module because it no longer seems relevant, or you're encountering too many obstacles in its implementation, that's fine. Just make

sure you maintain overall coherence. If you need to revise your company's logic (fictitious situation) to reflect this readjustment of your system in Odoo, you can do so.

7. Increase your knowledge of the course material

- a. Read or re-read the slides, your course notes and any other documents relevant to your understanding of the course material.
- b. Use examples from previous years to help you determine what constitutes a good piece of work (interim and final reports as well as the video).
- c. If you want to improve your understanding of Odoo, there are some excellent tutorials available online (e.g. on YouTube: "Odoo avec vous!"). Focus on the modules you need and get to work as quickly as possible using an Odoo database to complete your project.

8. Get an outside view of your project

- a. Don't hesitate to ask someone outside your group for advice on how to improve the quality of your project.
- b. For example, have your final report proofread by someone capable of looking at it with both critical and sympathetic eyes, and give them the statement containing the instructions to be followed. Ask this person to proofread your work to determine one or other of the following dimensions: 1) whether it complies with the instructions, 2) whether it is sufficiently clear, 3) whether the English is correct, 4) whether there are any areas for improvement (appearance, consistency, etc.).