

(Maximum 2500 words maximum, 10 page)

Executive Summary (1 page - 300 word)

A. Case Study (20% of grading)

1) Background

1.1) Firm's Industry

1.2) Firm History

2) Challenges facing the firm

1.1) Challenges from industry environment

1.2) Firm-specific challenges

3) Technology

3.1) Technology options considered if any choice should be made

3.2) Basis for selection

4) Strategy

3.1) Strategic options considered

3.2) Basis for selection

5) Metrics for success

B. Economic Analysis (35% of grading)

1) Cost/Benefit Analysis (of Strategic Options and Specific Actions)

2) Recommendation

2.1) How to proceed

2.2) How to measure success

2.3) How to most effectively use the technology

2.4) Other strategic or business changes

-The rest of grading will be based on:

How interesting the topic area is in its relevance to the economics of information (15%)

The quality of the presentation in its written and class presentation formats (30%)

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15.567 The Economics of Information: Strategy, Structure and Pricing
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