*Topic: A Case Study: Information Systems in TD bank*

*Select an organization (business, not-for-profit, institution, etc.) and interview a senior executive (e.g. the Owner, CEO, CIO or other senior officer) about his or her company’s use of Information Systems.*

*Your goal is to write a case study of how they use information systems to better manage their enterprise to achieve their strategic or tactical objective.*

*You will need to select an organization and executive willing to be interviewed then do some research on his or her company. Then you will develop a list of questions for your interview. Then do the interview. Based on what you learn, you may want to do some additional research and analysis before writing your case study paper.*

*The Name of Executive is*

*When you meet, you will want to learn something about their business. How do they use information systems in general? What has been their recent focus? What problems are they trying to solve and how have they gone about solving them? Are they happy with the results? What have they learned? What are their plans for the future?*

*Your case study should start with a summary of what the business is all about. It should then deal with how it uses information systems, and it should end with your group’s observations and analysis. What are YOUR conclusions? Do you have any recommendations?*

***Your Group’s Paper:***

*Submit your written report (i.e. MS Word .doc or .docx file), in Blackboard, before the due date. The report should use the following format:*

* *Cover page – (list the names of ALL group members)*
* *Executive Summary - an overview / summary of your report*
* *Introduction – What does the reader need to know before reading the report?*
* *Overview of Company*
	+ *Business / Industry Context*
	+ *Company’s Objectives*
	+ *Company’s information Systems (what problem are they trying to solve?)*
	+ *Observations (the executive’s and your team’s)*
* *Your thoughts … and analysis.*
* *Your conclusions and / or recommendations*
* *Works Cited - this is an academic assignment … remember to properly cite and credit your sources. If you’re not sure how to do this, talk with someone in the library or search online.*