**Systems Analysis: Stakeholder Analysis**

After completing this activity you will be able to:

* Identify stakeholders in an example IT project.
* Assess the value of stakeholder analysis.

**Step 1: In small groups**

From http://stakeholdermap.com/stakeholder-definition.html

*A stakeholder is anybody who can affect or is affected by an organization, strategy or project. They can be internal or external … Stakeholders are crucial to the success of your project. Neglect them and they will actively work against you. Manage them well and they will actively promote you and your project. The first step in stakeholder mapping is to identify your stakeholders*

Consider the following project description:

*The Owl Business School is considering a new instructional technology that works in classrooms with computers (e.g., netbook, laptop, and desktop computer classrooms / labs). If assessing the value of the proposed system, what stakeholder perspectives should be considered?*

List 3-5 stakeholders:

**Step 2: Discuss as a class**

**Step 3: In groups**

Of the identified stakeholders, pick 3 to consider in more detail. Considering each perspective individually, assess the pros and cons of this software:

*The EduTrack Scholar application is the ultimate student accountability and learning enhancement software. It provides comprehensive data collection, analysis and reporting to not only assess student comprehension but also to uniquely incentivize student engagement. By logging, capturing, and examining every keystroke, eye movement, and mouse click, an instructor can immediately identify engaged, distracted or disruptive students. The software even integrates with social media monitoring and electronic grade systems to seamlessly assess student performance.*

In the grid below list 2-3 pros and cons each for your 3 selected stakeholders.

|  |  |  |
| --- | --- | --- |
| **Stakeholder** | **Pros** | **Cons** |
|  |  |  |
|  |  |  |
|  |  |  |

Assuming this software is implemented, what policies would you recommend regarding:

(a) informing students of the software capability,

(b) providing options for opting-in or opting-out of usage, and

(c) scope of data sharing and length of data retention?

**Step 4: Discuss as a class**

**Step 5: Answer these short-answer questions (individually)**

1. What is one way that stakeholder analysis is a useful tool?

2. If you were on a student technology advisory board, would you support an application like this?

3. What safeguards, if any, would be required for you to feel comfortable with this application?

**Step 6: Rate this activity (individually)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ratings** | 1 Completely Disagree | 2 Somewhat Disagree | 3 Neutral | 4 Somewhat Agree | 5 Completely Agree |

|  |  |
| --- | --- |
| **Statement** | **Rating (1 to 5)** |
| This is an engaging activity. |  |
| I learned a lot completing this activity. |  |
| This activity should be included in future classes. |  |
| Anything else you want the instructor to know? |

**Step 7: upload. After you confirm your name and today’s date are on pg. 1, Save the document with the naming convention: YourLastName\_0104 and email it from your Temple email account to upload.Unit\_1\_.xhoto9s1ty@u.box.com**