Information technology. Paper details Purpose Guideline for the Final Group Project BUS 410 Spring 2021 In this course, we have covered a variety of Information technology (IT) topics that may transform how companies run their businesses. The purpose of this project is for you to apply concepts covered in class and refine your presentation skills. After this project, you’ll be able to develop an in-depth understanding of the impact of IT on organizations/companies. Tasks Students form a group of 2 to 3 people, and individual work is optional. Each group chooses an organization that is of interest to you and analyzes how it uses IT to achieve competitive advantages. The deliverables of the projects are required to include the following elements: • Using analytical tools (such as Porter’s competitive five-force model, generic strategies, and value chain) to analyze an industry and a company and identify the company’s business strategy. • Analyzing how a company utilizes a variety of information technologies in business activities to support its business strategy or how IT drives how the company does business. • Analyzing what business value has been created by those information technologies for the company. Note: • If your chosen company is an IT producer, such as Apple Inc. and IBM, you may focus on what IT products or services this company provides now; how those products or services are applied in business activities; and what business value is created by those IT products and services. • Make sure some IT concepts covered in class are included in the paper.