ISM 50 - Business Information Systems

Introduction

Instructors: Mary Doyle, Geoff Ryder
UC Santa Cruz
3/30/2009
ISM 50 -

Course Parameters:

- Mondays and Wednesdays 5-6:45
- Classroom Unit 1

WEB PAGE:
- (write this down, go home, and bookmark it!)

http://www.soe.ucsc.edu/classes/ism050/Spring09
ISM 50 –

Course Parameters:

Instructors:

**Mary Doyle**
Vice Chancellor, IT
Office: Kerr 271
mdoyle1@ucsc.edu

**Geoff Ryder**
Ph.D. Candidate, CMPE/TIM
Office: E2 367
gryder@gmail.com

Teaching Assistants:

**Peter Towbin**
Ph.D. Student, Economics
Office: E2 367
ptowbin@ucsc.edu

**Lei Yang**
Ph.D. Student, CS/TIM
Office: E2 367
jeffy2008@gmail.com

- Office hours are posted on the web page
What is this class about?

- Supply Chain Management (SCM)
More Examples

- Customer Relationship Management (CRM)
  - Other examples?
Business Process Example

Customer
- Order
  - Take Order
    - Enter Order
      - Check Stock
        - Print Packing list
          - Find Goods
            - Ship

Sales
- Print Invoice

Finance
- Credit Check
  - Enter Order

Inventory Control
- Check Stock
  - Tell Mfg. to make order

Warehousing
A Streamlined Business Process

Customer

Business Functions

Sales
Finance
Inventory Control
Warehousing

Order

Take Order

Credit Check

Enter Order

Check Stock

Print Packing list

Find Goods

Ship

Tell Mfg. to make order

Automatic Credit Check
A Reengineered Business Process

Customer
- Order
  - On web

Business Functions
- Sales
- Finance
- Inventory Control
- Warehousing

Inform Mfg. to replenish stock

Automatic Credit Check
Automatic Checking of Stock

Print
- Packing list
  - And invoice

Find Goods

Ship
Some Examples

- Supply Chain Management
- Customer relationship Management
- Inventory Control
- Transaction Processing
- ...

Enterprise Resource Planning
What is an information system?

- First let us answer: what is a system?
  - Interrelated components
    - Input
    - Processing
    - Output
What is an information system?

- Information system
  - A combination of people, hardware, software, networks..
  - that collects, transforms, and disseminates information in an organization.
What is information technology?

- It’s the technology you use to make an information systems
  - Computer Hardware, Software, Networks, etc...
Course Objectives

The objectives of ISM 50 are to understand

- The needs of business
- The role of information systems in supporting those needs
- How information systems are designed
- How information technology is evolving
- How changes in technology can enable new ways of doing business.
- How to conceptualize and analyze new technologies to solve business problems.
What it is **not**:  
- A programming class  
  - (Though some simple programming may be required for some assignments and/or projects)
- A detailed focus in any particular technology.  
  - (A survey of IS technology landscape and its relation to business problems)
What is Information Systems Management (ISM)?

An exciting new discipline that combines engineering and management to address:

- **The Technology of Management**: the design and use of technologies to efficiently and profitably manage and operate any enterprise or company

- **The Management of Technology**: how to develop, manage, and commercialize technologies/products (e.g., computers, networks, and software)
ISM Specializations / Focii

- **ISM - Information Systems Management** (The Technology of Business) - Use information and computer systems to solve business problems (e.g., finance and resource allocation)

- **MOT - Management of Technology** (The Business of Technology) - Develop and commercialize a new product or idea (business strategy, marketing, etc.)

- **ISTM - Information Systems and Management of Technology** - A combination of the above two
Management of Technology (MOT)
- Address challenges in the creation / marketing / support for high-tech products / services
- Manage portfolios of products and services with worldwide suppliers and business partners
- Information Intensive decision and operational contexts
- Complex systems
- Analytics
  - Couple economics and engineering / product decisions
  - Supply chain management
  - Resource allocation
  - Portfolio management
  - Service optimization

Technology of Management (TOM)
- Creation of Knowledge-Based Services
- Tools for Management
- Integration of disparate data sources
- Responsive to dynamic environments
- Major technology components:
  - Data Mining / Information Retrieval
  - Decision support
    - “sense making”
    - “cockpit” / “dashboard”
    - Distributed (global) contexts and participants
  - Telecollaboration
  - Databases / computer systems and networks
ISM 50 Teaching Staff

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**Mary Doyle**
Office: Kerr 271
mdoyle1@ucsc.edu

**Geoff Ryder**
Office: E2 367
gryder@gmail.com

Teaching Assistants:

**Peter Towbin**
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ptowbin@ucsc.edu

**Lei Yang**
Office: E2 367
jeffy2008@gmail.com
Instructor Dr. Mary Doyle, Vice-Chancellor for IT

- **Current Focus**
  - Manages all IT development and deployment for the campus (network, telecommunications, enterprise systems, applications and project management, support services, security, classroom technology, computer labs, client relationship management) and a staff of 270

- **Selected Previous Work**
  - Vice President for Information Systems and Vice Provost for Planning, Budget and Resource Management - Washington State University
  - MBA, Arizona State University
  - BS Computer Information Systems, ASU
  - Native of Santa Cruz (Westside)
Co-Instructor Geoff Ryder, Ph.D. Candidate, CMPE / TIM

- **Academics**
  - Completed dissertation research in CMPE/TIM (Brandwajn, Mehrotra, Musacchio, Ross), grad. in June
  - TA, Web and Database Programming Labs, & Course Design: ISM 211 (Musacchio), ISM 270 (Ross)
  - TA, Matlab Programming Lab for AMS 147 (Wang)
  - MS-CMPE, UCSC. (Di Blas, Hughey, Manduchi, Tao)
  - BS-EE, BA-Asian Studies, University of Illinois

- **Industry: 4 startups**
  - EPI → to Mentor Graphics
  - Caly Networks → 😞 X
  - Flashpoint Technology → 😞 ??
  - Arithmos → to ST Microelectronics
Teaching Assistant Peter Towbin, Ph.D. Grad. Student, Economics

- **Academics**
  - Research focus connecting classical decision theory with an experimental and evolutionary understanding of human decision making.
  - Fellow in the University of California's Institute for Global Conflict and Cooperation, in their program on Public Policy and Nuclear Threats.
  - MS-Computer Science, University of California - Berkeley
  - BA-Mathematics, University of California - Berkeley

- **Industry - Silicon Valley**
  - Developed a diverse array of scientific and enterprise software products in companies ranging from start-ups to multi-nationals.
Teaching Assistant Lei Yang, Ph.D. Grad. Student, Computer Science-TIM

- **Academic Interests**
  - Research Projects:
    - Query Answers in Inconsistent Databases
    - Link Analysis on Web Graphs
    - An Efficient Dictionary Mechanism Based on Double-Byte
  - BS-CS, Beijing Institute of Technology
    - Java, C++, C#, SQLSERVER, MySQL, PostgreSQL

- **Microsoft Research Asia**
  - Search engine toolbar project for Internet Explorer: detects spam URLs for users
Coming Soon in ISM / TIM

- ISM minor
- Revised ISM B.S. degree requirements
- TIM Graduate Program
ISM 50 Course Pre-requisites

- No specific programming language knowledge required, though useful

- We will assume you know word-processing and PowerPoint
  - PowerPoint is easy to learn
  - We will assume you are motivated and eager to learn!
    - Come to class having done the reading!
What comes first?

- Do business needs drive the design of technology?
- ...Or does the technology drive the design of a business?
What comes first?

- Do business needs drive the design of technology?
- **Or does the technology drive the design of a business?**

- Both!
Course Organization

- **Top Down (Roughly)**
  - IT Terminology and IT History
  - Businesses and their needs
  - Technological Applications
  - Technology concepts
  - Important “building block” Information Technologies
    - Data Bases
    - Networks

- **Case Studies Throughout**
Our Textbook

- **Author:**
  - David Messerschmitt, Professor of EECS, UC Berkeley

- **Focus on**
  - Technological concepts in computing and communications.
  - Applications.
  - Top down organization, like our course

- **Available now at Bay Tree Bookstore!**
Reader

- We also have a reader.

- The reader is available now at the Bay Tree Bookstore.

- The reader contains:
  - Case Studies
  - Other Readings
Case Studies (in reader)

- Examples of Businesses using Information Technology
- Illustrates the concepts we learn in the class
- The case studies are mostly from the Harvard Business School
  - Designed to stimulate classroom discussion in MBA classes
Class Webpage

http://www.soe.ucsc.edu/classes/ism050/Spring09/

Contains

- Syllabus
- Assignments
- Instructor contact information
- Requirements for business paper, database project
- Exam dates
# Syllabus (Tentative) on WebPage

<table>
<thead>
<tr>
<th>Class #</th>
<th>Date</th>
<th>Topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3/30</td>
<td>Class Introduction</td>
<td>Assignment 1 out</td>
</tr>
</tbody>
</table>
| 2       | 4/1    | IT History and Background        | IT Management from 1960-2000 (reader pp 1-26)  
Chapter 1 - Section II of O'Brien (reader pp 47-60) |
| 3       | 4/6    | Competing with IT, Cash Flows    | Chapter 2 - Section I of O'Brien (reader pp 69-77)  
Cash Flow Handout |
| 4       | 4/8    | Competing with IT (Cont’d)       | Chapter 2 - Section II of O'Brien (reader pp 78-90)  
Assignment 1 due |
| 5       | 4/13   | Business Processes               | Frito-Lay Case (93-103 + figs)    |
| 6       | 4/15   | Applications, Information Access Terms | Messerschmitt Ch 2.3 (38-50)  
Messerschmitt Ch 3.1-3.3 (59-82) |
| 7       | 4/20   | Applications (cont’d)            | Cisco Case (114-124 + figs)      |
| 8       | 4/22   | E-commerce                       | Messerschmitt Ch 3.4-3.6 (83-98)  
Alibris Case (133-143 + figs) |
| 9       | 4/27   | IT Concepts                      | Messerschmitt Ch 4 (107-132)     |
| 10      | 4/29   | Client Server Computing          | Messerschmitt Ch 5 (139-154)  
Sun-N Tier Case (145-164 + figs) |
## Syllabus Continued

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes</th>
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<tbody>
<tr>
<td>5/4</td>
<td>11</td>
<td>Modularity and Layering</td>
<td>Messerschmitt Ch 6 (157-190)</td>
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<tr>
<td>5/6</td>
<td>12</td>
<td><strong>MIDTERM EXAM</strong></td>
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<td>Folio Article 2 due</td>
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<td>5/13</td>
<td>14</td>
<td>Database Management</td>
<td>Messerschmitt Ch 11.1 - 11.2 (325-335)</td>
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<td>Messerschmitt Ch 15.1 - 15.2 (415-425)</td>
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<td>5/18</td>
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<td>Database Management Cont’d</td>
<td>MySQL Database Case (179-199 + figs)</td>
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<td>16</td>
<td>Networking</td>
<td>Messerschmitt Ch 18 (493-512)</td>
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<tr>
<td>5/27</td>
<td>17</td>
<td>Networking (Cont’d)</td>
<td>Akamai Case (213-228 + figs)</td>
<td>Database Assignment Due</td>
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<td>6/1</td>
<td>18</td>
<td>Applications and the Organization</td>
<td>Messerschmitt Ch 9 (273-289)</td>
<td>Folio Article 3 due</td>
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<td>6/3</td>
<td>19</td>
<td>Application Architecture Wrap Up, Final Review</td>
<td>Messerschmitt Ch 10 (293-321)</td>
<td>Business Paper Due</td>
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<td>6/8 (Mon.)</td>
<td>20</td>
<td><strong>FINAL EXAM</strong></td>
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<td><strong>Time:</strong> 7:30-10:30 pm</td>
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<td>Due Date</td>
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<tr>
<td>Participation</td>
<td>Each Class</td>
<td>10%</td>
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<td>Pop Quizzes</td>
<td>3 per qtr.</td>
<td>5%</td>
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<tr>
<td>Oral Presentation or Folio</td>
<td>assigned</td>
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<tr>
<td>Weekly Assignments</td>
<td>Each week</td>
<td>10%</td>
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<tr>
<td>Business Paper Proposal</td>
<td>Oct 21</td>
<td>5%</td>
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<tr>
<td>Midterm</td>
<td>Nov 4</td>
<td>15%</td>
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<tr>
<td>Database Assignment</td>
<td>Nov 25</td>
<td>10%</td>
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<tr>
<td>Business Papers Final</td>
<td>Dec 4</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>Dec 10</td>
<td>20%</td>
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EXAMS and Quizes
Exams

- **Midterm**
  - May 6\(^{th}\)

- **Final**
  - 7:30 - 10:30 Monday, June 8\(^{th}\)

- **Closed book**

- **A mix of short answers and 1 or 2 essays**

- **One or two analytical questions**
Pop Quizzes

- 3 quizzes, unannounced times
- Simple questions pertaining to the reading assigned for that day
- Only your top 2 quizzes will count
- 5% of your overall grade
Participation
Participation

- We will have a lot of classroom discussion over the course of the quarter.
  - especially when we read case studies!
- This is an opportunity for you to
  - think through ideas.
  - give feedback.
  - learn from your classmates.
- We will evaluate your participation.
Classroom Participation

- You earn 1 participation point in each class session in which you make an intelligent comment.
  - Participating more than once in a class session is encouraged, but does not earn more points.

- For full participation credit, you need to earn 8 participation points over the quarter.
Online Forum Participation

- Alternate way of earning participation points

- 1 point for each intelligent post to a discussion thread.

- Discussion forum starts Monday, April 6
Online Forum Participation

- One of the teaching staff will kick off the discussion thread with a two or three part question about the latest reading.

- You can respond to all parts, just one part, or any subset of them, in a focused 2~4 paragraph essay.
Online Forum Participation

- Feel free to answer the question directly, or to build on points raised later by other students— if so, try to add your own unique perspective to the developing thread of opinions.

- We will bring up interesting points from some of the best forum posts during lecture.
Participation

**In Summary...**
- You need 8 participation points to get full credit.

**Participation is 10% of your overall grade.**
ORAL PRESENTATION and NEWS FOLIOS
Presentation/Folio

You will be assigned *either*

- Presentation
- News Folio
Oral Presentations

- 5 minutes in length
- Assigned to present one of the following:
  - Summary of the case study we will discuss in class that day.
  - Recent news story involving business and information systems.
  - Your group’s business paper project

- PowerPoint Presentation.
  - E-mailed to us by the night before
Presentation Evaluation

Content of presentation
- Did the case summary outline the most important aspects of the case study?
- Was the news story relevant, and furthermore where the points most relevant to the class discussed?

Delivery:
- Organization
- Voice Articulation
- Professionalism
- Timing
- Eye Contact
- Enthusiasm
Presentation Tips

- Ask the following question: Who is my audience and what is my major message?

- Don’t try to say too much for five minutes

- Avoid jargon - explain technical concepts with simple examples.

- Avoid reading
- Act interested!
• Folios

- There are too many of you to have everyone give a presentation 😞
- Those who are not assigned a presentation will do a “news folio.”

Task:
- Collect 3 news articles that are relevant to the class
- print/copy them
- For each article, write a 200 word description of how the article relates to issues discussed in class.
- Due dates:
  - Article 1 – 4/27
  - Article 2 – 5/11
  - Article 3 – 6/1
Presentation /Folio Summary

- You will be assigned *either* a news folio or an in-class presentation.

- In either case this will be worth 5% of your grade.
Need Presentation Volunteers!

- **Monday 4/6**: Two News Stories.

- **Wednesday 4/8**: Two News Stories.

- The rest of this quarter’s presentation assignments will be announced next week.
BUSINESS PAPER
Business Analysis Paper

- Write a paper about a company of your choice.
- Pick a company for which information systems played a key roll in making that company successful
  - How did information systems help make the company successful?

Paper Organization
- Up to your group (work in groups of 3 to 4).
- Organized chronologically, by topics, or by some combination of both.
- Looking for between 10 - 20 text pages, double spaced (fewer or more pages are frowned upon)
Business Analysis Paper

- The paper should answer questions like:
  - What industry does the company compete?
  - What is the competitive environment like?
    - “Porter model” (competitors, substitute products, buyers, suppliers, new entrants...)
  - How did your company use IT to gain a competitive advantage?
  - More detailed guidelines will be posted on the website over the next few weeks
How did the company use IT to support or enable its business processes and competitive strategies?

- What technologies in particular did it use?
- How much of the company’s success do you attribute to its use of IT and/or the company’s early adoption of IT into their business processes?
Grading: the writing should be...

- (i) **Focused:** the discussion and supporting examples were relevant to the topic.
- (ii) **Persuasive:** the authors took an analytical approach, and the arguments put forth were sufficient and convincing.
- (iii) **Organized:** the structure of the report enhanced the content.
Grading: the writing should be...

- (iv) **Clear**: the style followed accepted writing conventions (spelling, grammar, punctuation).
- (v) **Supported**: suitable references were used and attributed to establish credibility.
- About that last point...
Citing Sources

- Plagiarism is illegal and cheating and will not be tolerated!!!
- More than thirty words verbatim must be cited.
- Any facts or figures that are not your own must be cited.
  - Ebay’s revenues in US Revenues in 2002 were $1.39 billion [1].
Citing Sources

You must cite your sources in the **body** of the text!!!!

“Semiconductors have found a place in virtually every electronic device in existence. This helps explain why the industry was able to reach $200 billion in sales before a slump brought the figure back down in 2001” [1].

End Note:

Citing Sources

- The easiest way to lose points on your paper is to not cite sources!

- A guide is posted on the class website to help you cite your sources correctly.

- Talk to the TA or instructor if you have questions.
Suggested sources of Information

- Company website
- 10K report
  - (This is the annual report public companies file with Security and Exchange Commission.)

- **ABI/Inform article database**
  - A database of articles from magazines like “Business Week” and economics journals.
  - Find it at: [http://library.ucsc.edu](http://library.ucsc.edu)
  - Click on “article database” on left margin.
  - Click on “ABI/Inform”
  - **Try this tonight!** And let us know if you have problems

- Industry specific publications
  - Example: Aviation Week
- Books
- **Good Magazines (The Economist)**
- Consulting groups: Forrester, Gartner, …
Business Analysis Paper Preferences
Due Monday April 6th!

- You are encouraged to try to form your own groups.
  - However, we want a mix of
    - Engineers and non-engineers
    - Experience levels
  So, we may modify the groups.

- As a group, turn in 3 things:
  1. List of your proposed group members.
  2. List of companies you would like to study.
  3. Suggested person to do the 5 minute presentation on your group’s project.

- If you don’t have someone in mind to work with, turn in the above 3 things as an individual.
Business Analysis Paper Preferences
Due Monday April 6th!

At least two of your preferred companies must be from this list:

- Southwest Airlines
- Federal Express
- Home Depot
- Wal-Mart Stores
- Charles Schwab
- Amazon. COM
- EBay. COM

With your preferences in mind, we will make the final company assignments to the groups.
Business Paper Proposal

- As a group write a 2-3 page description of what you plan to investigate in your business paper!

- Show that you’ve done some research!

- Cite some facts, and some technologies and or strategies that you’ve heard about the company that you would like to investigate further.

- Remember to cite your sources properly!!!!

- PROPOSAL DUE April 22\textsuperscript{nd}.
Assignments
Database Assignment

- Learn and Use database software

- An opportunity for “hands-on” experience without having to use advanced programming.

- Assignment will be done individually

- We will give you the details of the assignment sometime after the midterm.

- Database Tutorial later in the quarter

- 10% of your grade
Weekly Assignments

- Approximately once every week or two.

- They will be posted on the class webpage in the assignments column of the syllabus.

- Usually,
  - Questions from the textbook
  - Questions pertaining to Case Study Readings.

- However, Assignment 1 is to make a resume and cover letter!
Assignment 1

- Turn in **Both:**
  - A Resume
  - And Cover Letter

Due Wednesday April 8\textsuperscript{th}

Resume should be:
- One page

Focus:
- Education, Experience, Skills and Abilities
- What can YOU do for an employer?
- You may choose to use a header with the purpose of the resume highlighted.
Personal Resume Criteria

- Looks appealing. (fonts, format, margins)
- No Spelling mistakes
- Avoid irrelevant information from too far in the past
- One Page

- It takes time to build a good resume...
Building Your Resume

Some things employers look for:

- Academically Qualified.
- Well Rounded (includes extra curricular activities)
- Summer Internships, or Part-time work During School
- Professional Presence (Society Memberships)
- Interested and Understanding of Employer’s Area.
Educational Content

- **Degrees held or degrees you are currently working on.**
  - Name of the university.
  - Degree Type and Program
  - (Expected) Completion date
  - GPA

- **Include High School degree?**
  - Maybe if you are a freshman or sophomore.
Work Experience Content

- Reverse Chronological Order
- Provide Complete Information
  - Company Name
  - Location (city and state)
  - Employment dates (from - to)
    - 1999 to Present if still employed
  - Job Title
    - Major responsibilities
    - Major accomplishments

How do these pertain to the job you are seeking?
BRAD A. KANG
Local address: 4123 Hagerstown Hall • College Park, MD 20742 • (301) 314-5464
Permanent address: 3829 Belvoir Court • Newtown, PA 18940 • (215) 537-4177
E-mail address: ssstudent@umd.edu

OBJECTIVE

To obtain a co-op, summer, or part-time position in biomedical engineering or biotechnology.

EDUCATION

University of Maryland
B.S., Biological Resources Engineering
GPA 3.6
College Park, MD
December 2005

Virginia Polytechnic Institute & State University
Chemical Engineering coursework
Blacksburg, VA
August 2001 - May 2003

EXPERIENCE

Engineering Co-op & Career Services Office
Peer Assistant
College Park, MD
June 2004 - present

- Critique engineering student resumes.
- Provide information to engineering employers.
- Present introductory job skill workshops and orientation sessions.
- Maintain office databases and employer information files.

University of Maryland
Design Team Leader - Engineering Design
College Park, MD
Spring 2004

- Managed a team of 5 students to work within project constraints and deadlines.
- Designed, fabricated, and evaluated a digital postal scale according to design specifications.
- Submitted prototype chosen to compete in the final design competition.
- Prepared and formally presented a preliminary and final design package using Pro Engineer, Adobe Photoshop, Microsoft Excel, and Microsoft Powerpoint.
The O. Hommel Company (OHCO)
Chemist/Lab Technician
Carnegie, PA
May 2003 - January 2004

- Formulated new and improved existing epoxy printing inks used for protecting, coating, or decorating glass surfaces.
- Conducted tolerance experiments on OHCO products for resistance to ultraviolet degradation, solubility, melting and freezing points.
- Independently filled product orders of up to 50 pounds and coordinated shipping itinerary.
- Continued work during academic calendar breaks.

COMPUTER SKILLS

- Engineering Applications: AutoCAD-R13, Pro Engineer, TKSolver
- Language: C++
- Applications: Mathematica 5, Microsoft Office, MiniTab 11, Web Browsers
- Platforms: Windows 98/NT/2000/XP, Linux

ACTIVITIES

- Society of Plastics Engineers: Student Member 2002 - 2003 academic year
- Virginia Tech Varsity Rowing Team: Spring 2002 & 2003
Cover Letter

- A letter of introduction, to accompany resume.
- Include brief description of background

- Write it as if you were applying to take the class, or pretend like you are applying to a job.

- Format it as a business letter.
Bob Brown  
12345 Ocean St  
Santa Cruz, 95060  
September 21, 2005

Jane Smith  
Chief Information Officer  
ABC Corporation  
Scotts Valley, CA 95000

Dear Ms. Smith:

I am writing to apply for the position of Web Architect at ABC Corporation. I feel especially well qualified for this position because of my extensive coursework in both programming and information systems I have had as a Information Systems Management (ISM) student at UC Santa Cruz. I have also had experience designing the website of XYZ corporation … … I have enclosed a copy of my resume. Please contact me if you any questions about my background. I look forward to hearing from you.

Sincerely,  

Bob Brown
TO DO:

By Wednesday (April 1\textsuperscript{st}):
- Read “IT Management from 1960-2000” in Reader
- Read Chapter 1, Section II, of O’brien Book (this material is also in your reader.)

By Monday (April 6\textsuperscript{th})�:
- Business Paper Preferences
  - (Group members, Companies)
  - Turn in as a group

By Wednesday (April 8\textsuperscript{th}):
- Resume & Cover Letter
  - Turn in as an individual