ISM 101 Term Paper, Part B (Topic # 2)

Instructions for creating the draft for Part B of the Term Paper (due in class on Thursday, 11/16/06)

A. General feedback for the class based on reading the draft of Part A

1. The class did a good job on the draft for Part A of the term paper, with the quality of the drafts ranging (for the most part) from good to excellent. Now you are ready to do an even better job on the draft for Part B, which will be on a second, different topic. Please read and follow all the instructions below carefully.

2. Review your first draft and my comments based on reading your draft. Keep these comments and suggestions firmly in mind as you work on the draft for Part B (the new topic).

3. On using examples: Please illustrate your ideas with real examples, etc. You can obtain details for these examples from the following sources: your own notes, the speaker’s presentation (if the speaker has given us permission to place his/her slides on the WebSite), or contacting the speaker (I can provide you with e-mail addresses), and the company websites. Examples add interest and depth and to the story you are telling.

4. On composition: Make the paragraph the unit of your composition, which means the following. Start each paragraph with a sentence expressing a single idea or theme. Then use the paragraph to develop this single idea (only). Do not jump to other ideas in the same paragraph, unless the purpose of the paragraph is to compare or contrast two or more ideas. Use real examples, as indicated above, to illustrate your ideas. End the paragraph with a conclusion/bridge to the next paragraph. Finally, make sure that your paragraphs tell a continuous story.

5. On writing clearly: Tighten up your sentence construction, word usage, spelling and grammar. Review your paper for continuity and clarity. If possible get a friend to review your paper critically.

6. Finally, please also attend all seminars, and please be on time.

B. Specific instructions for the draft of Part B (Topic #2) of the term paper (due in class, Thursday, Nov. 16)

1. Choose a topic from the following seven presentations that is different from the one you selected for Part A: Kevin Ross (9/28/06, on “Planning in Pharmaceutical Manufacturing”); Tom Gill (10/05/06, on “Product Development and IT at Plantronics”); Debbie Janes; (10/12/06, on “Sales and Marketing” at Microsoft); Nirvirkar Singh (10/19/06, on “The Innovator’s Dilemma”); Dr. Brad Smith (10/26; on “Cenus: High-Tech Start-Up”); Anselm Kia (11/02; on Product Development and Innovation); and Bruce Pinsky (11/09; on Cisco).

2. Follow the guidelines that were given for writing Part A. First create a structured outline. Then expand the outline into a short 1500-2000 word draft (approximately 5-8 single-spaced pages) term paper clearly structured into sections (and subsections if appropriate). Turn in both the paper and the outline (stapled together as one item).