ISM 101 Term Paper: Instructions for creating the draft of “Term Paper, Part A” (due in class on Thursday, 5/7/09)

First, select one topic from the first four (including today) presentations: Roy Levin, Microsoft; Professor John Musacchio on “Game Theory”; Eric Ornas, SatoriLabs, on “Startups”; and Robert Siegel, on “Venture Capital”. For the topic you have selected write a 1200-1500 word draft term paper structured as follows:

- **Beginning (“Set-up of the theme”):** Develop a creative, thought-provoking theme or hypothesis for your paper. This theme should be within the context of the (clearly stated) key technology, and/or management, and/or commercialization issues addressed in the presentation (1 paragraph).

- **Middle (“Development of the theme”; the bulk of the paper):** Develop your theme or hypothesis with suitable arguments, supported by evidence and examples (5-8 paragraphs). Be sure that the technology issues (e.g., design of global websites) and business issues (e.g., marketing and sales) that you discuss are clearly related to the specific context of the speaker’s domain (e.g., how web globalization enables reach into new markets). Provide several concrete examples (e.g., examples of global website design, examples of successful research projects at Microsoft, etc.).

- **End (“Summing up; Conclusions”):** Re-examine your theme or hypothesis. Does it still stand, or need to be refined, or changed? What conclusions can you draw from this seminar relative to the development, management, and commercialization of technologies and products (1 paragraph). What are the technology and business development and management challenges and opportunities going forward (1 paragraph).

- **Divide** your paper into sections and subsections, each with an appropriate heading. (Note: Please do not use “Beginning”, “Middle” and “End” as headings) Also, each paragraph should only contain one idea, which is clearly stated at the beginning of the paragraph, and then developed in the paragraph.

- **Outline:** Before writing the paper create an outline for the paper based on the above structure. You must submit your outline with your paper.

- Use the following sources of information in writing your term paper: your own notes; the ISM 101 Website, (http://www.soe.ucsc.edu/classes/ism101/Spring09/), which contains seminar abstracts, and the speaker Power Point slides (if the speaker used Power Point for presentation, and gave us permission to display his/her slides); Brief internet and library research on relevant companies and topics.

Note: “Draft” should not be confused with “rough draft”. Your paper should be close to the final version that you will submit at the end of the quarter after incorporating any feedback from the instructor. Hand in your completed term paper in class on Thursday, 5/7 (May 7).