ISM 101 Term Paper: Instructions for creating the draft of Term Paper, Part A (due in class on Thursday, February 8 [2/8/07])

1. Pick one topic from the last four (including today) presentations: Nathan Moya and Catherine Liao, Cisco (1/11/07, on “Delivering the Human Network”); Professor John Musacchio (1/18/07, on “Game Theory and WiFi Pricing”); John Schneider, Seagate (1/25/07, on “Developing a Global Web Strategy”); Professor Ira Pohl (2/1/07, on “Artificial Intelligence and its Impacts”).

2. First create (and turn in) an outline for the paper (based on the structure described below). Then, write a 1200-1500 word draft paper structured as follows:

   • **Beginning:** 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 (the bulk of the paper):** Develop your theme or hypothesis with suitable arguments, supported by evidence and examples (4-8 paragraphs). Be sure that the technology issues (e.g., conceptual design, prototyping) and business issues (e.g., role of marketing in product development) that you discuss are clearly related to the specific context of the speaker’s domain (e.g., product development). Provide several concrete examples (e.g., how Microsoft structures a sales team, Plantronics’s product families and product lines, etc.). Each paragraph should have a clear stated theme or “point”.

   • **End:** 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 should be clearly stated at the beginning of the paragraph, and then developed in the paragraph.

3. 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/Winter07/), 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.

4. “Draft” does not mean “rough draft”. Your paper should be close to the final version that you will submit at the end of the quarter.

5. Hand in your completed term paper in class on Thursday, 2/8 (February 8).