ISM 101 Term Paper: Instructions for creating “Term Paper, Part A” (due in class on 02/10/11)

First, select one topic from (a) the first four (including today’s) presentations in Winter 2011: Debbie Janes, Microsoft; John Schneider/Chris Guthrie, Level Studios; Professor John Musacchio, “Game Theory”; Kai Hypko, Plantronics.

For the topic you have selected write a 1200-1500 word term paper structured as follows:

- **Outline**: Before writing the paper create an outline for the paper based on the structure for the term-paper described in the next four bullets. You must attach your outline at the end of your paper. Read the next four bullets before creating your outline.
- **Divide** your paper into sections and subsections, each with an appropriate heading. Also, each paragraph should only contain one idea, which is clearly stated at the beginning of the paragraph, and then developed in the paragraph. The next three bullets describe how the sections are organized.
- **Set-up of a theme for your paper (1-2 paragraphs)**: Develop a creative, thought-provoking theme or hypothesis for your paper. This theme should be within the context of the (clearly stated) key product/technology, and/or business/management, and/or commercialization issues addressed in the speaker’s presentation.
- **Develop the theme (5-8 paragraphs).** 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 successful research projects at Microsoft, Seagate’s markets and products, etc.).
- **End the theme (1-2 paragraphs)**: Re-examine your theme or hypothesis. Does it still stand, does it 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? What are the technology, business, and management challenges and opportunities going forward.
- Use the following sources of information in writing your term paper: (1) your own notes; (2) the ISM 101 Website, (http://www.soe.ucsc.edu/classes/ism101/Spring10/), which contain 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); (3) brief internet and library research on relevant companies and topics.
- Turn-in the completed paper on Thursday, February 10. After the instructor reads your paper and provides feedback, you will be allowed to re-submit a revised version.