

CIS150 - Fundamentals of Information Systems Spring Semester 2010

Assignment 1: The Capital One Case

This initial assignment is intended to be done individually by each student, not collaboratively. If you have not already done so, please read the Capital One Case and review the accompanying presentation slides linked in Blackboard under the **Course Documents > Supplemental** folder in preparation to successfully complete this assignment. In addition, you should review the presentation and associated UofL intranet link for Critical Thinking model, aka [Paul-Elder Framework](#).

Examples of questions you may discuss include: Did you like or dislike the reading and why? What was surprising about the Capital One Case Study? What are other examples or counter-examples (not specifically mentioned in the reading) related to the issues raised in the reading? To what other industry segments can you apply the lessons of the reading? Explain how the lessons apply. Please be original and present your opinion. Do not regurgitate or quote from the Case.

The key objective here is to present your opinions and thoughts on the Capital One reading material. A good place to begin is to apply critical thinking to the questions below, create an outline, then compile your thoughts in essay form.

- 1) The main purpose of this Case is _____. (State as accurately as possible the author's purpose for writing the Case.)
- 2) The key question that the author is addressing is _____. (Figure out the key question in the mind of the author when he wrote the Case.)
- 3) The most important information in this Case is _____. (Figure out the facts, experiences, data the author is using to support his conclusions.)
- 4) The main inferences or conclusions in this Case are _____. (Identify the key conclusions the author comes to and presents in the Case.)
- 5) The key concept(s) we need to understand in this Case is (are) _____. By these concepts, the author means _____. (Figure out the most important ideas you would have to understand in order to understand the author's line of reasoning.)
- 6) The main assumption(s) underlying the author's thinking is (are) _____. (Figure out what the author is taking for granted [that might be questioned].)
- 7) If we take this line of reasoning seriously, the implications are _____. (What consequences are likely to follow if people take the author's line of reasoning seriously?)
- 8) If we fail to take this line of reasoning seriously, the implications are _____. (What consequences are likely to follow if people take the author's line of reasoning seriously?)
- 9) The main point(s) of view presented in this Case is (are) _____. (What is the author looking at, and how is he seeing it?)

Your essay must include a cover page similar to that shown below. Be sure to replace the text and italicized parenthesis with the requested information. Also, provide a page footer with the course and section number as well as current date.

Assignment 1 - Capital One	
Name:	<i>(Student Name)</i>
Course:	CIS150-xx <i>(section)</i>
Date:	<i>(Due Date)</i>

The body of your response should be at least two (2), but no more than three (3) full pages (not including the cover page) of content. It should be written using a Times New Roman font style, with line spacing of 1.5, and 1" margins all the way around. Be sure to save your completed document with a file name that begins with your first and middle initial(s), then your last name, followed by a dash, and finally the text string "Assignment-1" before the ".docx" or ".doc" file extension, denoting Microsoft Word. You will then need to convert your final draft to a PDF document format using the respective Microsoft Office 2007 Add-In, Adobe Acrobat, or even a freeware utility such as [PrimoPDF](#). Finally, post your completed file into Blackboard under the **Submit Work Here** folder for grading purposes by the due date specified in the Schedule.