

CSS 350: Management Principles for Computing Professionals

Introduction

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Cases

- Cases:
 - Management school teaching cases
 - Cases in the textbooks
- The General Concept:
 - Dialectical Analysis
 - No clear answer or solution in most cases
 - Focus on approach to the issues rather than answers

How to Read a Case

- Read it through all the way once, including the numbers at the back
- Get clear on the setting, the actors, the problems
- Find the issue(s) on which the story turn(s)
- Use available data to develop a perspective

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Course Logistics

- Jeffrey Kim:
 - Email: Canvas Email
- Office Hour: Tuesdays and Thursdays 11am - 12pm UW1-271S

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Grading

- Group Homework: 15%
- Quizzes (Individual and Group): 34%
- Group Presentation and Class Discussion Lead: 5%
- Individual Essay: 10%
- Class Contribution (individual): 3%
- Final Exam on December Final Exam Week (Comprehensive): 33 %

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Expectation

- Students are expected to spend an average of 10 to 15 hours a week outside of class time for CSS 350.
- Work is done "independently".
- All University of Washington students are expected to conduct themselves as responsible members of the academic community. Among the standards of conduct for UW students includes the responsibility to practice "high standards of academic and professional honesty and integrity." WAC 478-120-020(2) (a).
- Please read the student conduct code at:
 - <http://www.uwb.edu/academic/policies/academic-conduct>

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While You Are in the Classroom

- If you attend class, please pay attention to class.
- If you want to pay attention to other things, please go elsewhere.
- Please be respectful and courteous to others
 - No social networking, games, videos, mobile phones
 - Practice non-violent communication (online and offline).
- No Laptop or other electronic device is allowed in class.

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Tasks For Group Presentation

- **Post the Following By 5pm, Thursday (for Monday Group), or Friday (Wed. Group):**
 - "case reading(s)"
 - the objective/take-away of group presentation/exercise.
 - PPT slides if you plan to use them.
- **Individual Essay: Submit by 5pm, Tuesday of the Following Week (through Canvas)**
 - a short essay on problem(s) s/he identified while working on the selected subject.
 - Problems to discuss: practical/managerial issues
 - Essay: 2 - 3 pages long (single spaced, 12 pts. in Times New Roman or Calibri) in MS Word.

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Next Time ...

- Reading: Tucker Ch.1 and 13 (available in the readings folder)
- Will work on “management theories”