ARCHITECTURE INNOVATION PRESENTATION

The Suite Spot Decision Support Department is eager to encourage the development of ideas and technologies which might benefit the Information Systems Division and the hotel chain in the long run. As employees in our Decision Support department, you have been tasked to create a presentation which explores the concepts and technologies that will enhance our decision support and analytics capabilities in greater depth. At the same time you will hone your online presentation skills and provide your department with a starting point for an online discussion.

CREATING YOUR ONLINE PRESENTATION

These days a variety of inexpensive and easy-to-use tools are available to create effective online presentations. You'll create just such a presentation for this course to show your knowledge and expertise in a particular topic and share this with your fellow students. A few criteria apply here:

- Start out by creating your presentation content first; decide on the "story" which you want to tell and the impression you want to make. Do your research and organize your materials into a coherent narrative.
- Next create the actual presentation visuals using text, graphics, images, and diagrams. Keep in mind that when using images and diagrams which you did not create yourself, you must properly reference them.
- You can use a computer microphone or headset to record your narration. You are not required to use a webcam but are of course permitted to do so.
- Feel free to rehearse your presentation. The great thing about an online presentation is that you don't have to publish it until you are happy with it!
- The presentation should be published in a web-compatible format for viewing. A variety of platforms are available to you:
  - If you are familiar with PowerPoint, you can record a PowerPoint Voiceover and publish it into a web format. PowerPoint includes an option to export your presentation to a video format.
  - You can send me your web-ready presentation file and I will post it on the class website. You are also welcome to post your online presentation at a video sharing site such as YouTube.
  - A popular alternative to MS Office is Google Docs, which can be used to create online presentations.
  - You also have the option to create and publish your presentation in one of the available online presentation platforms. Popular platforms include Prezi, Zoho Show, Google Slides, and Apple Keynote.

- When selecting an online presentation platform, keep in mind that your colleagues and your supervisor will need to be able to view your presentation. This means that the presentation should easily be linked to and should be freely available for viewing. Viewers should not have to pay any online service to see your presentation; it is also highly preferred that viewers should not have to sign up with some website to see your presentation.

ONLINE DISCUSSION

Each week one or two online presentations will be posted for all to view as per the sign-up schedule. To accompany each presentation a discussion forum will be created in Canvas in which the content of the presentation can be discussed. Use this forum to ask questions (which may be answered by the presenter or by others familiar with the topic), to add your own experience or expertise on the topic, or to state your opinion regarding the issue. These online discussions contribute towards the participation points in the course.

When participating in the online discussion be certain to keep your comments professional and civil. Personal attacks, insults, and the like will not be tolerated.

POTENTIAL PRESENTATION TOPICS

Undergraduate students should include in their presentation a bibliography of at least 10 substantial sources (books, articles, on-line resources, etc.) on which the research was based.

Graduate students should prepare for the instructor a short report - approximately 10-15 pages long - outlining and describing the major areas of interest for the topic. A bibliography should be appended to this report, listing all sources used. This bibliography should contain at least 20 substantial sources (books, articles, on-line resources, etc.).

Potential topics:
- Data analytics for business process improvement
- Modern decision support applications in the hospitality industry
- Advancing data-based decision-making
- Decision support corporate IT architectures
- Data warehousing in the hospitality industry
- Customer analysis through text mining
- Advanced groupware applications for corporate communications
- Corporate neural network applications
- Software agent deployment for customer service
- Data governance and privacy considerations
- Innovative business graphics applications

You are welcome to define your own topic, under two conditions. First, you must clear this topic with your supervisor. Second, the topic must be unique, so that we don't cover the same topic twice. If you have any doubts or questions, your supervisor is there to help you!

DELIVERABLE SPECIFICS	
Deadline:	As per Presentation Schedule
Deliver to:	pvvliet@unomaha.edu
Max Score:	150