## Week 1: Importance of IT/IS in your Career

### Intended Learning Outcomes

ILO1: Understand the importance of IT/IS in business

ILO5: Demonstrate good communication and interpersonal skills

### Tips to get good grades

* Actively join the PALSI scheme;
* Actively participate in lectures, tutorials and online discussions (UReply and Canvas Discussion);
* Be innovative and think out of the box;
* Start your projects early;
* Communicate any questions you have with your instructors early;

### Reminder of Important Presentation Schedule [10 mins]

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| --- | --- | --- |
| **Week** | **Assignments** | **Group Project Presentation** |
| 1 |  |  |
| 2 | * Formation of project teams and submit your team list to Microsoft Forms |  |
| 3 | * Online Quiz Week 3 due on Sun |  |
| 4 | * Interim Group Report 1 due on Sun |  |
| 5 | * Online Quiz Week 5 due on Sun |  |
| 6 | **Business Intelligence Test** | |
| 7 | * Online Quiz Week 7 due on Sun * Interim Group Report 2 due on Sun |  |
| 8 |  |  |
| 9 | * Online Quiz Week 9 due on Sun * Interim Group Report 3 due on Sun |  |
| 10 | **No Tutorial**!  Online mid-term test on 6th November 2021 (Sat) 2-3pm | |
| 11 | * Online Quiz Week 11 due on Sun |  |
| 12 |  | Groups 1, 2, 3, 4 |
| 13 |  | Groups 5, 6, 7, 8 |

**Group Project and Project Team**

Please form a team of at most 5 and submit your team information to the Microsoft Forms ([link](https://forms.office.com/r/hmJqtKJdrr) or <https://forms.office.com/r/hmJqtKJdrr>) **by 6th September 2021**. If you are unable to form a team by yourselves, your instructor will form a team for you randomly. Instructors will conduct a lottery to decide the presentation order of each group in Week 2. You are reminded of the due dates of assignments and important events of the course. A detailed project description is available on Canvas.

**What are Interim Group Reports?**

We encourage you to work on your group project as early as possible. By submitting interim group reports, you can brainstorm new project ideas and we can know more about your project status and give you feedback. There are three interim reports. Each report is expected to be short in length (1 to 2 pages) **All three** interim reports carry **a total of 5%** of your continuous assessment. Please put an effort to work on your interim reports. They constitute important sections of your final report. Upon receiving feedback from your tutor, you may further enhance your group reports and include them to your final report.

**Interim Report 1 (1%) – Due Date: 26th September 2021**

Challenge 1: Does the current products or business processes create competitive advantages for your selected firm?

* Each team should draft a 1-page report summarizing products and business processes implemented by a selected company, conducting appropriate industrial structure analysis, e.g., Porter’s 5 Forces model, and evaluating the competitive advantages of the firm in its industry.

**Interim Report 2 (2%) – Due Date: 17th October 2021**

Challenge 2: How do the general public, customers, prospective customers, and/or stakeholders of your selected company perceive about the products and businesses? Identify any challenges or opportunities.

* Each team should draft a 1 to 2-page report identifying major comments of the general public, customers, prospective customers, and/or key stakeholders of your selected company and commenting on the challenges and opportunities faced by the company. You should use FacePager to download posts from a related Facebook community and SAS Enterprise Miner to analyze textual comments from the community. SAS Enterprise Miner is to be introduced on HKMOOC platform while materials on FacePager are available on Canvas (under group project module).

**Interim Report 3 (2%) – Due Date: 31st October 2021**

Challenge 3: How does IM tackle the challenges and exploit new opportunities for your selected firms?

* Based on the challenges and opportunities identified in interim report 2, each team should draft a 1 to 2-page report proposing new IM solutions to help the selected company to promote business.

### HKMOOC Account Registration [10 mins]

1. If you are on campus, turn on your computer and choose “IS Class - General” (Please don’t use CB Desktop)
2. Register your account with your CityU email: <https://learn.hkmooc.hk/register> (**NB: Your CityU email should be in the format of** [username-c@my.cityu.edu.hk](mailto:username-c@my.cityu.edu.hk)). You should have received an invitation email from HKMOOC registration.
3. After login to HKMOOC, go to <https://learn.hkmooc.hk/courses/course-v1:CITYU+CB2500+2021_Q3_R1/about> and sign in.
4. You can now start the course. Modules 1, 2, and 3 are compulsory. You need skills in the two modules to complete your interim group report 2 and final group project. Modules 4 and 5 are optional but related to materials to be introduced in weeks 5-6 lectures.
5. The software package you are going to learn, SAS Enterprise Miner, is available on lab computers on campus. Additionally, you are able to access it through the use of VPN and VDS. See more details [here](https://canvas.cityu.edu.hk/courses/42771/modules/items/370822).
6. **Peer-Assist Learning Forum Registration [5 mins]**

This course encourages peer-assisted learning. You may ask any questions related to lectures, tutorials, and HKMOOC materials on the Peer-Assisted Learning Platform (<http://peer-assist.com/>). We reward students who give the best answers virtual points. The virtual points are bonus to your tutorial participation. We will scale the virtual points to a scale of 0 to 5. Your maximum total tutorial participation is 7.5. All points will be recorded in a blockchain called Ethereum Sidechain. Blockchain is a distributed ledger, which increases trust, security, transparency, and traceability of data shared across a business network. If you want to know more about the underlying blockchain technology, you can view this YouTube video

(<https://www.youtube.com/watch?v=3xGLc-zz9cA>).

Here are the steps to register an account on the Peer-Assist Learning Forum.

1. Create a cryptocurrency wallet on a platform called MetaMask (<https://metamask.io/>)
2. Click “Download Now” button and install an extension to your browser
3. Click “Get Started”
4. Click “Create a Wallet”
5. View features of MetaMask and click “I agree”
6. Create a password for your new cryptocurrency wallet account and click “Create” button
7. Create a secret backup phrase, which is a 12-word mnemonic phrase of your account
8. Confirm your secret backup phrase
9. Click “All done” button
10. A new account is created. You don’t need to deposit any money to the wallet, which is called ether (or ETH in short). We need your digital wallet to record the virtual point transactions in the forum.
11. Click “Details” button. A QR code will appear and below the code, it is your wallet address
12. Copy your wallet address and you’ll need it in the registration process
13. For more information about creating a cryptocurrency wallet, you may watch the YouTube video: <https://www.youtube.com/watch?v=s9XYnPcZUnM>
14. Go to <http://peer-assist.com/> and click the login button
15. Click “Register” button
16. Input your username, password, email, and wallet address; complete the anti-spam verification and click the check box of “I agree to the Q&A Terms & Conditions and Privacy Policy” and click “Register” button.
17. You can start to use your forum account.

Please review “Point System” on <http://peer-assist.com/>. There are three categories of posts, namely, Lecture and Tutorial Q&A, HKMOOC Q&A, and self-created multiple-choice (MC) Questions. You may place your questions in related categories and seek for peer answers. You can also vote for the best answers in the forum. We encourage students to create MC Questions related to lecture materials. We may choose some of your questions in the mid-term test.

1. **Preview of Next Tutorial Readings [5 mins]**

Topic for next tutorial

“Do you think that technologies will eventually replace all human jobs? How do you prepare for your future career?”

Suggested readings:

1. Mahdawi, A. (26th June 2017), the Guardians, "What jobs will still be around in 20 years? Read this to prepare your future", <https://www.theguardian.com/us-news/2017/jun/26/jobs-future-automation-robots-skills-creative-health>
2. Cook, M. (2nd January 2018), Forbes, "Why artificial intelligence will eliminate millions of sales jobs", <https://www.forbes.com/sites/forbesagencycouncil/2018/01/02/why-artificial-intelligence-will-eliminate-millions-of-sales-jobs/>
3. **Self-introduction [20 mins]**

Introduce yourself in front of class. Tell us your preferred name, major, and use one sentence to tell us what your career goal is and why IT/IS are relevant to your career goal. Please turn on both your microphone and camera when introducing yourself. This is also a good time for you to seek potential teammates for the final project.