

CIS150 - Fundamentals of Information Systems

Spring Semester - 2016

Cases - Presentations and Report Instructions (required of all students - each worth 100 points)

This document is intended to provide further instructions for the first Case Report (a presentation). Students must work in teams of 4-5 students in order to complete the analytical and presentation components for this assignment. The key objective of each Case Report is to present an analysis of a specific Case Study as noted below from the Spinello textbook Case Studies in Information Technology Ethics. All students must complete the initial Case Presentation and then the two subsequent Case Reports (preferably with the same team members as the Presentation) using the respective Case Study choices below by the due date/time noted in the latest *Course Schedule* document and *Assignment Due Dates* worksheet.

| Case | Topic | Case Study Choices | Due |
|------------------|--|------------------------------|------|
| 1 (Presentation) | Free Speech and Content Controls in Cyberspace | Cases 2.3, 2.4, 2.6 (or) 2.7 | 2/3 |
| 2 (Report) | Intellectual Property Rights - Part 1 | Cases 3.2, 3.3 (or) 3.4 | 3/13 |
| | Intellectual Property Rights - Part 2 | Cases 4.3, 4.4 (or) 4.5 | |
| 3 (Presentation) | Regulating Internet Privacy - Consumer & Workplace | Cases 5.2, 5.3, 5.4 (or) 5.5 | 4/6 |

Case Presentations and Reports must address each of the following requirements and are valued per the points as noted in the parenthesis:

- 1) Identify in a couple of sentences the “ethical dilemma” (or ethical question) inherent in the Case selected. Pose an open-ended question that generates many possible answers, not just a question that can be simply answered with a “yes” or “no” response. (5 points)
- 2) Identify in a couple of sentences the specific information technology (I.T) components (hardware, operating systems, applications, networks, databases) that create the special circumstances for the Case you have selected. (5 points)
- 3) List four critical stakeholders (including the primary roles/responsibilities of individuals or corporate mission) in the selected Case and then identify an important “right” for each of them. (10 points)
- 4) List and describe four alternative courses of action that may be taken and determine the likely consequences (goods, bads, uglies) of each of the proposed actions. This should be a key focus of your analysis. It might be appropriate to consider a “do nothing” alternative (not necessarily the “right” choice) in your initial course of action. (20 points)
- 5) From a deontological perspective, which action from item 4) above is morally right? Explain in a half page how you would prioritize the competing or possibly conflicting rights of each of the stakeholders. (10 points)
- 6) From a teleological perspective, which action from item 4) above is morally right? Explain in a half page a “moral calculus” (cost/benefit) comparing your four options. Detail why the action maximizes social welfare. (10 points)
- 7) Using at least a full page, describe your normative recommendation for the selected Case. That is, explain what actions you would recommend to fully resolve the ethical dilemma or issue. Explain the basis of your normative recommendation, which should be one of the four alternatives above or some combination thereof. Be creative! Note that this response of the Case Report is also a key focus. Please do not cut this discussion short! (20 points)
- 8) Overall quality of Presentation (professionalism, design, delivery)

(10 points)

or

adherence to Report specifications.
- 9) Peer Evaluation - feedback, comments and scores provided for all team members, including yourself. (10 points)

As noted in item (8) above, up to 10 points will be awarded for the overall presentation quality, including conformance to the following specifications. Each team will be given a total of 15 minutes (allow a couple minutes for a few questions) to present their analysis with every team member presenting the portion that they were primarily responsible for preparing. Select members of your team in a timely manner, then create an outline organized around key concepts. A good place to begin is with the critical thinking questions posed in *Essay 1*. Be sure to select a team leader who is primarily responsible for planning, organizing, and facilitating communications. You may want to divide the workload as follows - questions 1 and 2, questions 3 and 4, questions 5 and 6, and finally question 7 - all team members should contribute to each of these. Compile the final draft into a cohesive presentation consisting of 8-12 slides in total.

The Case Presentation must include a title slide with Case Study name and number, team member names, and date. Each slide should have a footer with the presentation name and slide number in sequential order. Every question above should be addressed on its own slide, with an appropriate short descriptive title, with the possibility of a second slide to address both questions 4 and 7. Select a sans serif font type as well as a template style and colors that are appropriate for a more professional-looking presentation. Time each presentation slide for approximately one minute and avoid the temptation to simply read the text on any given slide. Appropriate images and graphics may be used to convey a particular concept.

Be sure to save your completed PowerPoint document with a file name that begins with the first and middle initial(s) of the designated team leader, then last name, followed by a dash, then finally the text "Case-Presentation-#.##" (where "#.##" is your designated group name) before the ".pptx" file extension for Microsoft PowerPoint 2007/2010/2013. Do not convert the Case Presentation into a PDF document format. Post your completed presentation file into Blackboard under the respective **Submit Work Here** folder item for grading by the scheduled due date/time - reference the dates on the first page of these instructions or the *Course Schedule* document or *Assignment Due Dates* worksheet. **Note:** Only the team leader should submit a digital copy of the final presentation file that will be used in class later on that week.

Each Case Report must include a cover page with the information shown below. Be sure to replace the # signs, text, and date with the proper information. Also, provide a header with case title and page number along with a footer which has the course/section and due date. The body of your document should be at least four (4), but no more than six (6) pages (not including cover page) of content. Write your document using a Segoe UI or Calibri font in a size 11, with line spacing of 1.5, and 1" margins all the way around.

| Case Report 2 | |
|---------------|--|
| Names: | (Team member names in alphabetical order) |
| Section: | -77 or -78 |
| Case Study: | #-## (team designation) |
| Date: | (Due Date) |

Be sure to save your completed Word document with a file name that begins with the first and middle initial(s) of the designated team leader, then last name, followed by a dash, then finally the text "Case-Report-#.##" (where "#.##" is your designated group name) before the ".docx" file extension for Microsoft Word 2007/2010/2013. Do not convert Case Reports to a PDF document. Post your completed Report into Blackboard under the respective **Submit Work Here** folder item for grading by the scheduled due date/time. Teams are strongly encouraged to use the file sharing features available in [Google Docs](#) or Microsoft Word to promote collaboration and teamwork amongst all of the members of the group. **Note:** Only the team leader should submit a digital copy of the document file for grading purposes.

An additional 10 points can be earned individually by each team member by completing the Peer Evaluation form that is posted in the **Cases** sub-folder. Be sure to provide feedback (good, bad, ugly, etc.) as well as a score for each and every member of your team, including yourself. Be advised that it is highly unlikely that you will have the same comments and score for every member of your team. Your instructor will evaluate all of the comments and scores furnished in order to award up to 10 points for the Peer Evaluation portion for each of the Case Presentations and Case Reports. If you choose not to provide a Peer Eval form for a specific Case by the specified due date/time then you will earn a score of zero for the Peer Evaluation portion of that particular Case Presentation and/or Case Report. **Note:** Your instructor reserves the right to adjust the weight of the Peer Evaluation component on any of the Cases to ensure that each and every student who is on any given team materially participates in these important Case assignments.