MIS 304: Using and Managing Information Systems

Case Study Presentation

Information systems and technologies are wildly adopted in real-world companies and have made huge impact. The case study presentation is designed to spark your interest to explore why and how information systems have become essential for managing in the digital world.

1. Choose one topic that you are interested in. Topic will be allocated on a first-come, first-served basis. **Due date: 7/26/2016**
   https://docs.google.com/a/email.arizona.edu/spreadsheets/d/14DVPTpAx58AlLdbRKLG60_WcUM82SC252WapAYuIhJg/edit?usp=sharing

2. You must be present to receive credit. You will have two choices for your case study presentation:
   (1) Video presentation
   (2) In-class presentation

3. You have at most **10 minutes** to present your work. Presentation hints:
   (1) Have at most 15 slides
   (2) Prefer images and charts to text: images and charts are worth 1000 words
   (3) No more than 5 bullets per slide & Use large fonts
   (4) Practice, practice, practice
   (5) Be entertaining & Slow down & Eye contact
   (6) Don't read & Put yourself in the audience
   (7) "That's a good question."
   (8) Apologize only if you're wrong
   (9) Have fun

4. Presentation contents
   (1) Which company you are talking about
   (2) What aspects (Business model / Information systems / Using social media / Business Intelligence / Business process), be clear and concise
   (3) Anything interesting you have found
   (4) Use at least one analysis method you learned from this class (from homework or labs)

5. Order of presentation: in alphabetical order by your last names
   (1) 8/9/2016: ~~A-L~~ A-M
   (2) 8/10/2016: ~~M-Z~~ N-Z

6. Submit your slides to TurnItIn. **Due date: 8/10/2016**

7. Grading:
   (1) Total: 200 points
   (2) Peer evaluation: 100 points & instructor: 100 points
   (3) Rubric (Page 2)

Case Study Presentation Rubric

Your Name: _____
(Just so I can give your attendance credit)

Presenter (Name)	Content (Clear and concise)	Analysis method (At least one learned from this class)	Visual Illustration (Graphically present ideas)	Behavioral (Eye contact, speak clearly, etc.)
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25
	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25	5-10-15-20-25