

Expected role of business students on software teams

Within the scope of their skills and abilities:

1. Participate fully in the team's activities, sharing responsibility for the team's outcome and success, including these activities
 - Planning
 - Workload* (see #4)
 - Decisions
 - Meetings
 - User studies, analysis
 - Client interaction
 - Testing and evaluation
 - Communicating and sharing information, reports, presentations
2. Bring business training and experience to the team
3. Access relevant resources and information from the realm of business/business education
4. *Carry out agreed-on assignments consistent with a 2-unit workload

Teams and Teamwork

What is a TEAM?

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a group of people working together
to achieve a common goal

Two Aspects of Teams

- Purpose (e.g., one-time or “project” teams like Bechtel)
- Composition (types of members)





Multi-disciplinary Teams

What is a multi-disciplinary TEAM?

a group of people with varied but complementary experience, qualifications, and skills

working together to achieve a common goal



Healthcare





Education





Sustainability Hackathon



What TEAM skills are valued in the real world?

Bill Aulet, MIT Entrepreneurship:

“Entrepreneurship should be a **cross-functional enterprise**. You need hackers and hustlers and hipsters. In other words, you need people who have technology [skills], businesspeople, people who are more design oriented or user-experience oriented. The strength comes from the heterogeneity of the **team**.”

The National Association of Colleges and Employers:

“More than 200 employers surveyed about their top 10 priorities in new hires overwhelmingly want candidates who are **team players**, problem solvers and can plan, organize and prioritize their work. Technical and computer-related know-how placed much further down the list.”

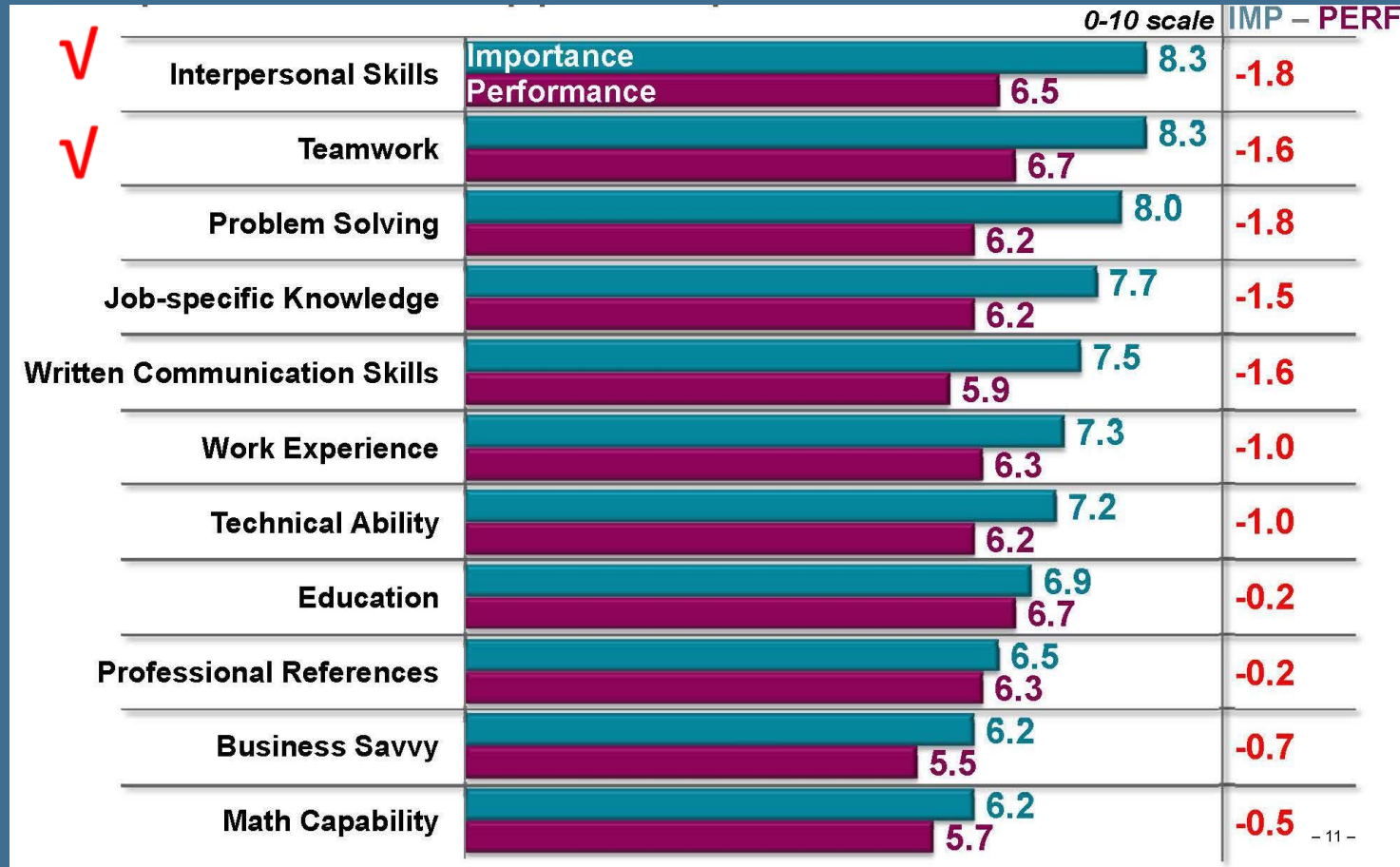
Workforce Solutions Group/St. Louis Community College:

“60% of employers say applicants lack **communication and interpersonal skills**.”

Adecco:

“44% of respondents cited soft skills, such as communication, critical thinking, creativity and **collaboration**, as the area with the biggest gap. Only half as many say a lack of technical skills is the pain point.”

2011 Survey of 1,006 hiring managers: skills needed in current applicants vs. current abilities



2011 Survey of 1,006 hiring managers: skills needed for the future

Sense-Making: The ability to determine the deeper meaning or significance of what is being expressed.	New Media Literacy: The ability to critically assess and develop content that uses new media forms, and to leverage these media for persuasive communication.
Social Intelligence: The ability to connect to others in a deep and direct way, to sense and stimulate reactions and desired interactions.	Transdisciplinarity: Literacy in and ability to understand concepts across multiple disciplines.
Novel & Adaptive Thinking: Proficiency at thinking and coming up with solutions and responses beyond that which is routine or rule-based.	Design Mindset: Ability to represent and develop tasks and work processes for desired outcomes.
Cross-Cultural Competency: The ability to operate in different cultural settings.	Cognitive Load Management: The ability to discriminate and filter information for importance, and to understand how to maximize cognitive functioning using a variety of tools and techniques.
Computational Thinking: The ability to translate vast amounts of data into abstract concepts and to understand data-based reasoning.	Virtual Collaboration: The ability to work productively, drive engagement, and demonstrate presence as a member of a virtual team.



Olin College of Engineering

The global challenges of our time, which will define the world our graduates enter, are complex and **inherently interdisciplinary**, and require teamwork.

At Olin, it's not just about what students know, but what they do with that knowledge. Every student learns about software, electronics and mechanical systems, **and has several chances to work with students from other majors on interdisciplinary projects.**



SCOPE is a unique industry-university collaboration, and the culminating experience of an Olin student's education. Over the course of a full academic year, **seniors work in multi-disciplinary teams to provide innovative solutions to a company's real-world problems.**

Why Business

Business Majors

- Accounting
- Entrepreneurship and Innovation
- Finance
- Hospitality Management
- International Business
- Marketing
and
- General Business Administration

Business Curriculum - Core

- BUS 201 - Principles of Accounting I (4 credits)
- BUS 202 - Principles of Accounting II (4 credits)
- BUS 204 - Quantitative Business Analysis (4 credits)
- BUS 205 - Applied Business Technology (2 credits)
- BUS 301 - Business Law (4 credits)
- BUS 302 - Marketing Principles (4 credits)
- BUS 304 - Management and Organizational Dynamics (4 credits)
- BUS 305 – Principles of Finance (4 credits)
- BUS 308 - Systems in Organizations (4 credits)

Business Curriculum – Finance Major (example)

Two of three Upper Division

- BUS 330 - Investment Analysis
- BUS 331 - Intermediate Corporate Finance
- BUS 430 - International Financial Management

Upper Division Electives (12 CREDITS)

- BUS 332 - Financial Institutions and Markets
- BUS 333 - Financial Statement Analysis
- BUS 431 - Analysis of Global Business Conditions
- BUS 432 - Entrepreneurial Finance
- BUS 437 - Options and Futures
- BUS 439 - Special Topics - Finance

Persona

The idealized client

Persona Name:

Mother Michele



Demographics:

- Age: 28-46
- Sex: Female
- Location: Suburbs
- Occupation: Mother

Their Ideal Experience:

Grab a meal out of the freezer, preheat the oven, throw the food in the oven, and then enjoy the food.

How we fit into their lifestyles:

They can use Generic Food Company products to create meals that taste great, are quick to prepare, and are affordable.

Persona Quote:

I like my products fast, cheap, and easy, that's the way to please me.

Lifestyle:

Michele is a 34 year old white suburban mother who has two children in public schools and a husband who is the primary income maker. She spends most of her time tending to her children and making sure the house is well maintained. She is responsible for the family grocery shopping and wants to make sure that her children and husband are being fed foods that are nutritious and delicious. She enjoys getting a good deal on food and saving time in the kitchen.

Responsibilities:

- Taking care of children
- Cleaning up the kids' messes
- Cooking meals to feed the family
- Running errands
- Balancing Kids, friends, husband, and life

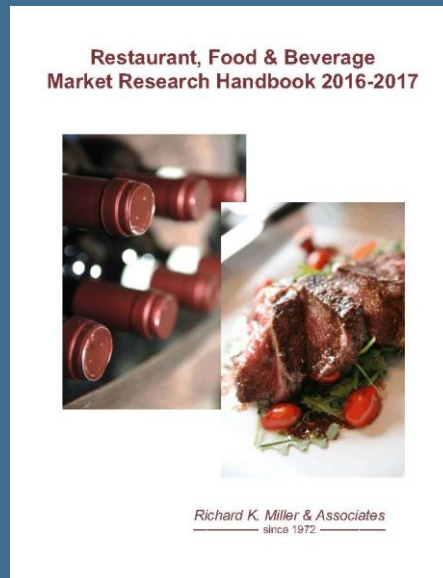
Motivations:

- Flash sales
- Quality products
- Things that are good for her children's health
- Hassle free

Pain Points:

Finding quality foods at value prices
Finding meals that are large enough to feed a family but that are quick to prepare.

Industry and firm reports



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Next Steps

Something to think about

"You don't win with the best talent - you win with the five players who are able to play well together."

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

"To build the right building, you first need to build the right team."

Homework for Thursday, 2-2

- Take a minute to think about the best team experience(s) you have had. What made them good experiences?
- Take a moment to think about the unsuccessful or bad team experience(s) you have had. What made them bad experiences?
- What characteristics would you want your “ideal” software development teammates to have?
- Bring your notes to the next class