MIS 3504
Digital Design and Innovation Studio

1: INTRODUCTION

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WELCOME BACK
course overview
This course is required
This course is demanding
There is a lot of work
Grading will be tough
Assume about

10% A’s

25% D’s & F’s
This course is **DIFFERENT**
This course is a STUDIO
course objectives
Primary Course Objectives

• Prepare you for the role of a modern Business Analyst
• Make you a thought leader
• Combine the strengths of Business Process Analysis with Design Inquiry to create Innovative Solutions

BA + Design Inquiry = Innovative Solutions
Course Objectives: BA

- **Analyze** a business process and specify requirements for improving that process.
- **Apply** information gathering techniques to elicit requirements which will be used to compose business and technical requirements.
- **Recommend** information systems solutions to improve or transform business processes.
- **Make** “as is” vs “to be” analyses, justify proposed process information systems solutions.
- **Implement** and negotiate changes to requirements.
- **Encourage** independent and CRITICAL THINKING
Course Objectives: DESIGN

- **Understand** the shift from Quantitative to Qualitative thought
- **Learn** methods of User Centered / Ethnographic research
- **Learn** collaborative working methods
- **Learn** iterative working methods / experimentation
- **Think** and communicate visually
- **Provide** effective evaluation and CONSTRUCTIVE CRITICISM
Text Books


We will use both books every week. Buy them!
## Grading

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>25%</td>
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<tr>
<td>Exam 2</td>
<td>25%</td>
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<tr>
<td>Exam 3</td>
<td>25%</td>
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<tr>
<td>Team Project</td>
<td>25%</td>
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Exams (25% each)

• 3 exams
  – ALL are 60 minutes long
  – Multiple choice
  – Cover all readings and materials/techniques covered in class
  – Exam #3 during finals
    • covers readings from last 1/3 but all skills
  – Graded 0-100%
  – Combined exams = 75% final grade
Team Project (25%)

- For a real client
- Analysis of existing situation and proposal of a solution
- Produce a working prototype using Justinmind
- Accompanying documentation
- Team presentation
- Exercises and Assignments will help build your final submission
- Completeness and consistency are critical
- Team projects will receive a numeric grade from 0-100
- Personal project grades based +/- 10 points on your performance and peer evaluations
WE EXPECT YOUR TEAM TO MEET 1-2X PER WEEK
Project MANAGERS
MIS 3535
Team Project Review Sessions

• 3 consecutive weeks during 2\textsuperscript{nd} half of semester
• Teams present to other teams and review each other’s work

• GOAL IS TO PRACTICE ANALYTICAL SKILLS AND LEARN TO PROVIDE CONSTRUCTIVE FEEDBACK

• Quality of your reviews will impact the quality of your final project proposal

• Take these very seriously. You often learn more by critiquing another’s work than you do from receiving criticism.

• Based on architectural review format
Extra Credit

• 3 opportunities to earn extra credit points during the semester.

• Students are required to produce a prototype in Justinmind for each of the following class exercises:
  – Warehouse Scenario Prototype
  – Night Owl Data Prototype
  – Gas Company Prototype

• Students who submit prototypes that are **complete AND well done** will earn 1 point on their FINAL grade for each. (Maximum of 3 points total)
MIS Portfolio Points (and Extra Credit)

- MIS Majors who are interested in earning **50 Portfolio Points and Extra Credit** (included in 3 maximum points)
Classes

• Bring your assignments
  – Due at the START of class
  – Paper and ELECTRONIC formats
  – Random people will present their work
• Come prepared to discuss and participate
  – Classes will discuss and elaborate on readings, not review them
• Class contributions
  – Say your name before you share
  – You will be called upon to share your work
  – You will be asked questions
  – Lack of preparation will affect your grade
• Classroom Etiquette
  – BE PRESENT
  – Be on time
  – Cell phones off
  – Private discussions outside
  – Bring your computer but use it for class
We may have to make adjustments
Course Blog

http://community.mis.temple.edu/mis3504digitaldesignsections12/
How do I get an A?

1. Read the material before class
2. Come prepared to ask questions/discuss
3. Put effort into doing your assignments and team critiques
4. Take in-class exercises seriously
5. Study hard for the tests
6. Produce a great project solution and prototype
7. Impress me with the quality of your work
8. TIMELINESS and ATTENDANCE
Five Top Reasons to Drop

• You hate working on a team
• You really don’t want a work intensive course at this point of your college career
• You like technology but could care less about applying it to real world problems
• You did poorly in 2501 and 2502 and you don’t want to be an MIS major
• You never could do the word problems in high school algebra
Assignments

• All assignments are based on the project case and contribute towards its completion.
• Listed in the syllabus by week due. Due on date indicated.
• Due at the beginning of class on paper. Bring your work electronically also!
• Several students each week will be randomly selected to present their work for review.
Let’s get to WORK
What is Business Analysis?

Who is the modern Business Analyst?
What is Business Analysis?

“The set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization and recommend solutions that enable the organization to achieve its goals”

- The International Institute of Business Analysis (IIBA)
What is Business Analysis?
Business Analysis Involves...

- **Identification** of business problems and opportunities
- **Elicitation** of needs and constraints from stakeholders
- **Analysis** of stakeholder needs to define requirements for a solution
- **Assessment** and validation of potential and actual solutions
- **Management** of the “product” or requirements scope
“BAs with an IT background are very analytical individuals . . .”

- B. Carkenord from Seven Steps to Mastering Business Analysis, p 8.

“As a DESIGNER, I am much better at synthesis than analysis . . .”

- Bill Moggridge from Designing Interactions, p 725.
**synthesis:** the combining of the constituent elements of separate material or abstract entities into a single or unified entity (opposed to analysis)

- From http://dictionary.reference.com/
analysis: PULLS IT APART

synthesis: PUTS IT TOGETHER
Business analysis and Design provide a balanced approach
What are the traits of the most successful business analysts?
Why would anyone want to be a BA?

• You like technology, but not so much that you want to do it all the time.
• You like solving problems
• You like working with people and understanding their needs and concerns
• You get bored easily doing the same thing over and over
• Inefficiency and lack of effectiveness annoy you

And...
## Business Analyst Career Path

<table>
<thead>
<tr>
<th>Title</th>
<th>Experience</th>
<th>Tasks</th>
<th>Average Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Business Analyst</td>
<td>0-2 years; may have business experience or IT development experience</td>
<td>Elicit and document requirements for small, well-defined projects, often changes to existing systems. Ideally works with a BA mentor.</td>
<td>$55-60,000+</td>
</tr>
<tr>
<td>Business Analyst</td>
<td>2-5 years</td>
<td>Elicit, analyze, and document requirements for medium to large projects. Works with the project manager to scope new projects.</td>
<td>$77,000+</td>
</tr>
<tr>
<td>Lead or Senior Business Analyst</td>
<td>5-10 years</td>
<td>Elicit, analyze, and document requirements for large, complex, mission-critical projects. Supervises/mentors junior Bas. Works with the business to initiate and define new projects.</td>
<td>$89,000+</td>
</tr>
<tr>
<td>Business Consultant/Client</td>
<td>10+ years</td>
<td>Assist the business with strategic planning, business case development, and new product implementations. Helps to identify projects. Sets up and manages a business analyst center of excellence.</td>
<td></td>
</tr>
<tr>
<td>Relationship Manager</td>
<td></td>
<td></td>
<td>Average salaries from Indeed.com</td>
</tr>
</tbody>
</table>
• Where do business analysts come from, IT or a business unit?

• Which is better?

• Who do business analysts work for, IT or a business unit?
Introductions
Who am I?
The Two Minute Presentation

• Short and concise summary
• Two minutes is just right
• Situational
  – Biographical background for recruiters
  – Personal & project background when meeting subject matter experts
  – Project summary for leadership (elevator speech)
• Write it out if you want
• Practice it in front of a mirror
Who are **YOU**?
2 Minute Presentation Exercise

• Sit with your team
• Take 5 minutes to prepare your 2 minute biography
• Cover key points (situational)
  – Where are you from?
  – Any background information you might want to include
  – What brought you to Temple?
  – What made you want to major or minor in MIS?
  – What are you looking to do when you graduate?
  – What are your other strengths and interests?
  – What 1 word profile describes who you are?
• Each team member presents their 2 minute biographies
Congratulations!
You are now a team.
END