TEMPLE UNIVERSITY

Digital Systems

4.1 Learn IT! #1 Kickoff
ICA #8

FOX MIS

ROADMAP

START

Week 1:
Introduction & Systems Analysis
- Course Description
- Systems Thinking

Assignments #01 & 02

Week 2:
Digital Product Management & Introduction to Process Mapping
- Max Labs 1a & 1b
- Systems & Processes
- Swim Lane Diagrams

Assignment #03

Week 3:
Data Modeling with Entity Relationship Diagrams
- Swim Lane Diagrams
- ERD Diagrams

Assignment #04

Week 4:
Digital Systems – Learn IT! #1
- ERD Diagrams
- Learn IT Kickoff
- Exam Prep

Assignment #05

Week 5:
Exam #1,
Information Systems: Part I & II
- CRM & ERP

*Exam: check course site
Assignment #06

Week 6:
Information Systems: Parts I - III
- Data Analytics
- SCM

Assignment #07

Week 7:
Platforms & Digital Business Models: Part I & II
- Platforms & Digital Models
- APIs

Week 8:
Information Systems & Cybersecurity
- Protection Protocols
- Artificial Intelligence

Assignment #08

Week 9:
Exam #2 & JavaScript Unit #1
- Parts I & II
- Hello World, Variables

*Exam: check course site

Week 10:
JavaScript Unit #2 Functions
- Values & Variables
- Operator types
- Strings

Assignment #9

Week 11:
JavaScript Unit #3 Logical Operators & Conditional Logic
- Logical Operators
- Conditional Types

Week 12:
JavaScript Unit #4 Loops
- Intro to Loops
- While and Do

Assignment #10

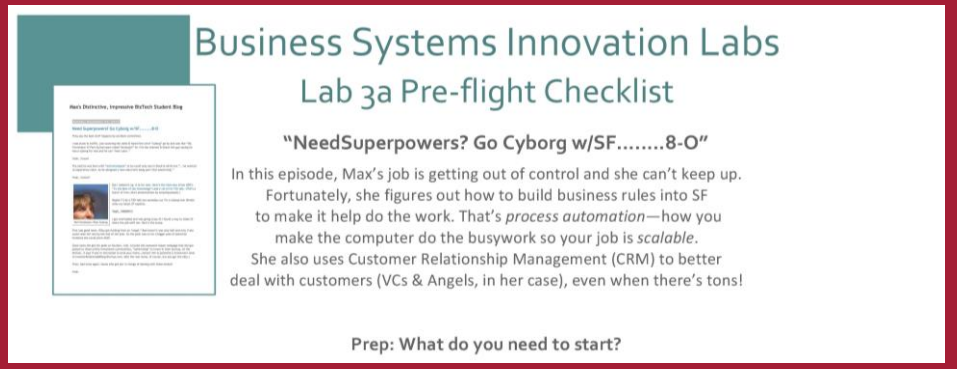
Week 13:
JavaScript Unit #4 Working with Loops & HTML & CSS Unit
- Writing the code
- HTML & CSS Basics

Week 14:
HTML & CSS Unit (continued)
- HTML & CSS Basics
- Course Reflection

Exam #3

Assignments #11

FINISH



Max Labs 3a & 3b due by EOD Today (last one!)

Digital Product Management

FOX MIS

Learn IT! #1
Assignment #6 due by EOD Monday next week

FOX MIS

Learn IT! #1 Kickoff

- **What?**
  - **Learn what Learn IT! #1 is all about**
- **Why?**
  - **Position yourself for success in Learn IT! #1**

Steps #1 & #2:

What is your personal brand?

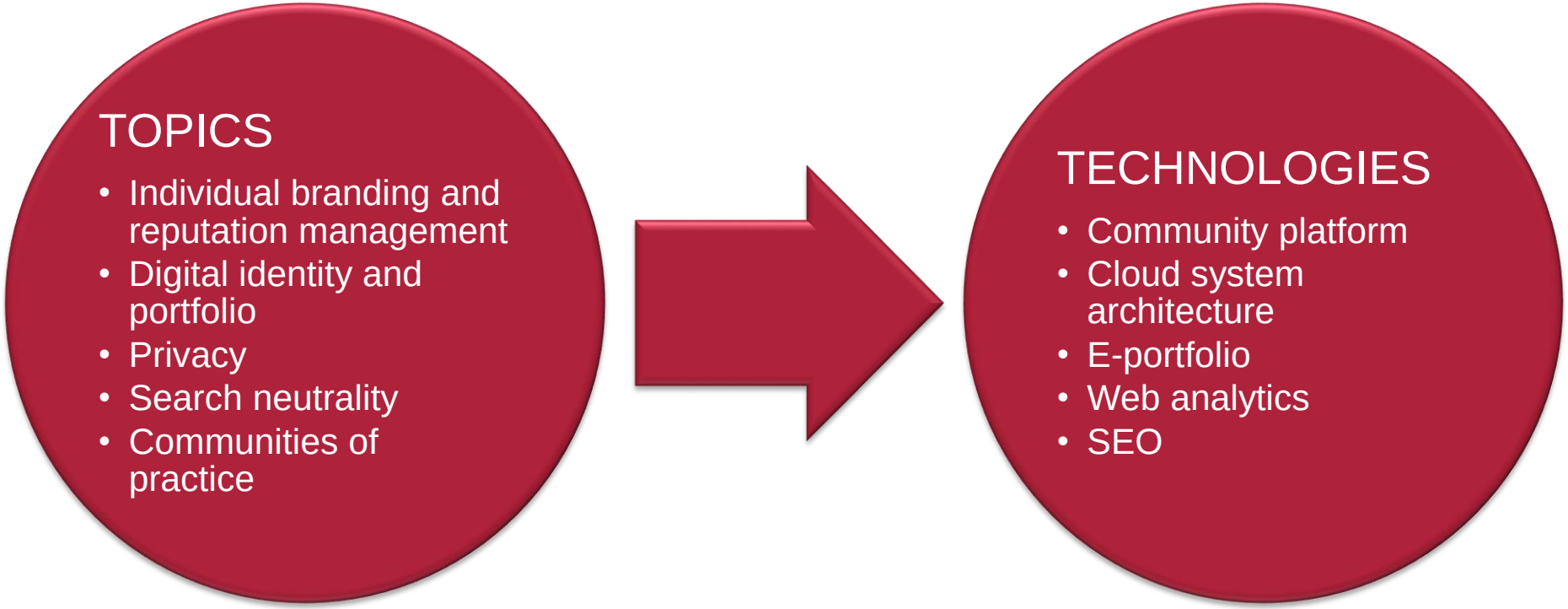
- **Read step 1**
- **Question #1: As a young business professional, list five prescribed images or impressions that you want others to have of you.**
- **Next : Discuss your lists in small groups**

Steps #4 & #6:

During our discussion take notes so that you can fill out steps #4 & #6

Source:https://www.pewresearch.org/global/wp-content/uploads/sites/2/2017/11/GMD_17.10.03_Foreign-Students_Featured-Image.jpg

Learning Goals



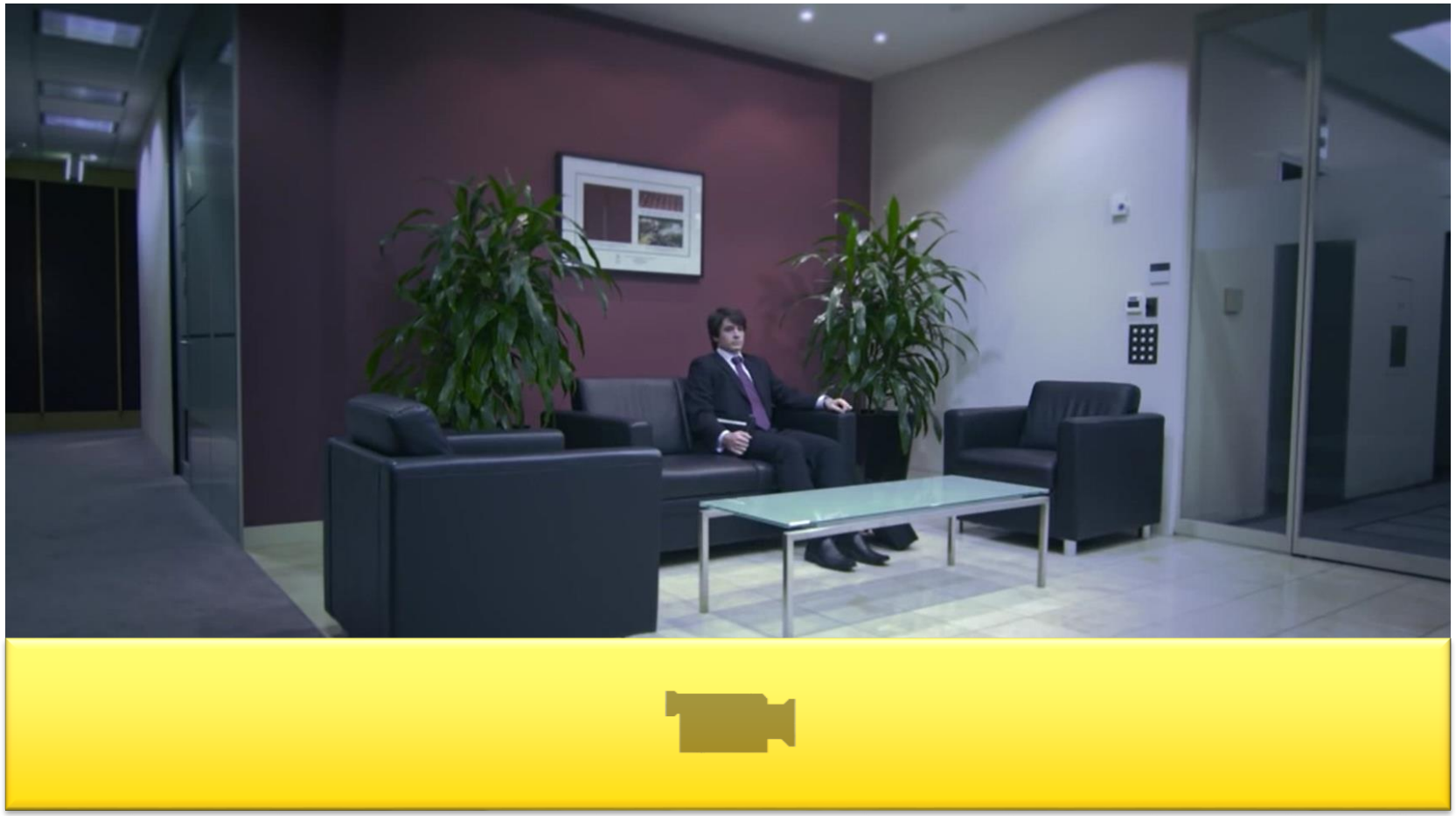
What is SEO?

Process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine

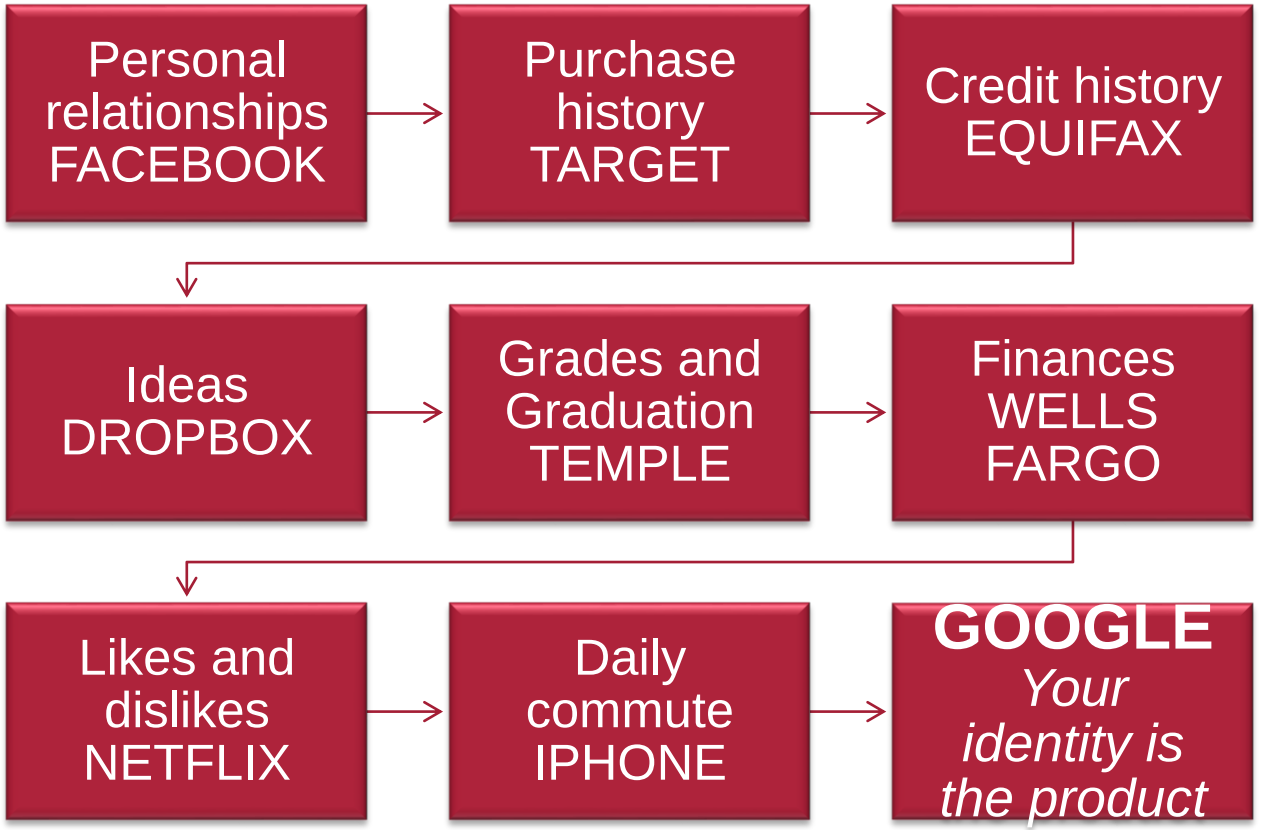
7 Simple Steps for a Solid SEO Strategy

1. Know Your Keywords.
2. Write High Quality Content (Naturally)
3. Use Keywords in Your Website Page URLs.
4. Don't Overlook Page Titles.
5. Review Every Page for Additional Keyword Placement.
6. Improve User Experience.
7. Hire an Expert.

Digital footprint: Why is it important?

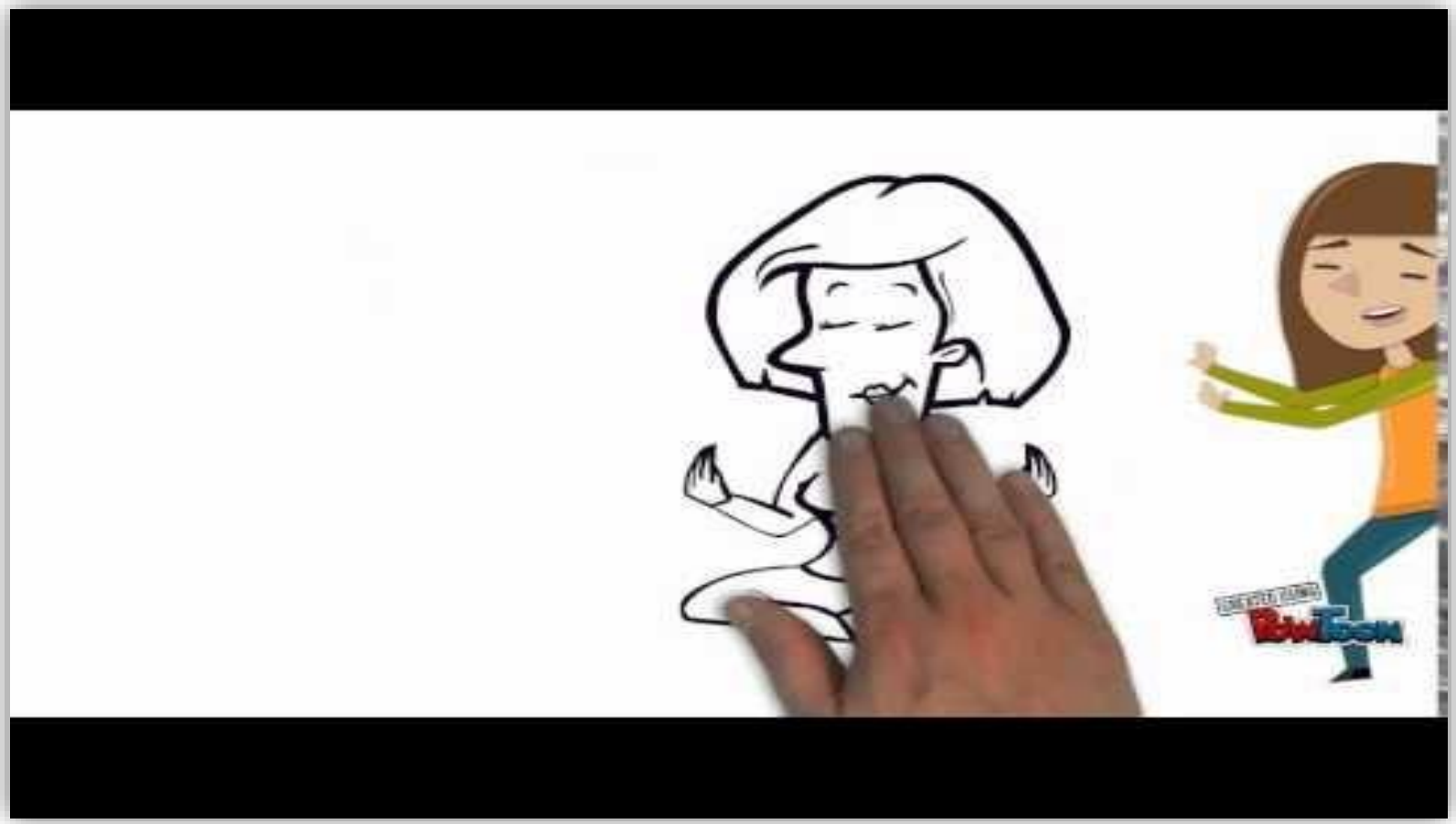


What is a digital identity?

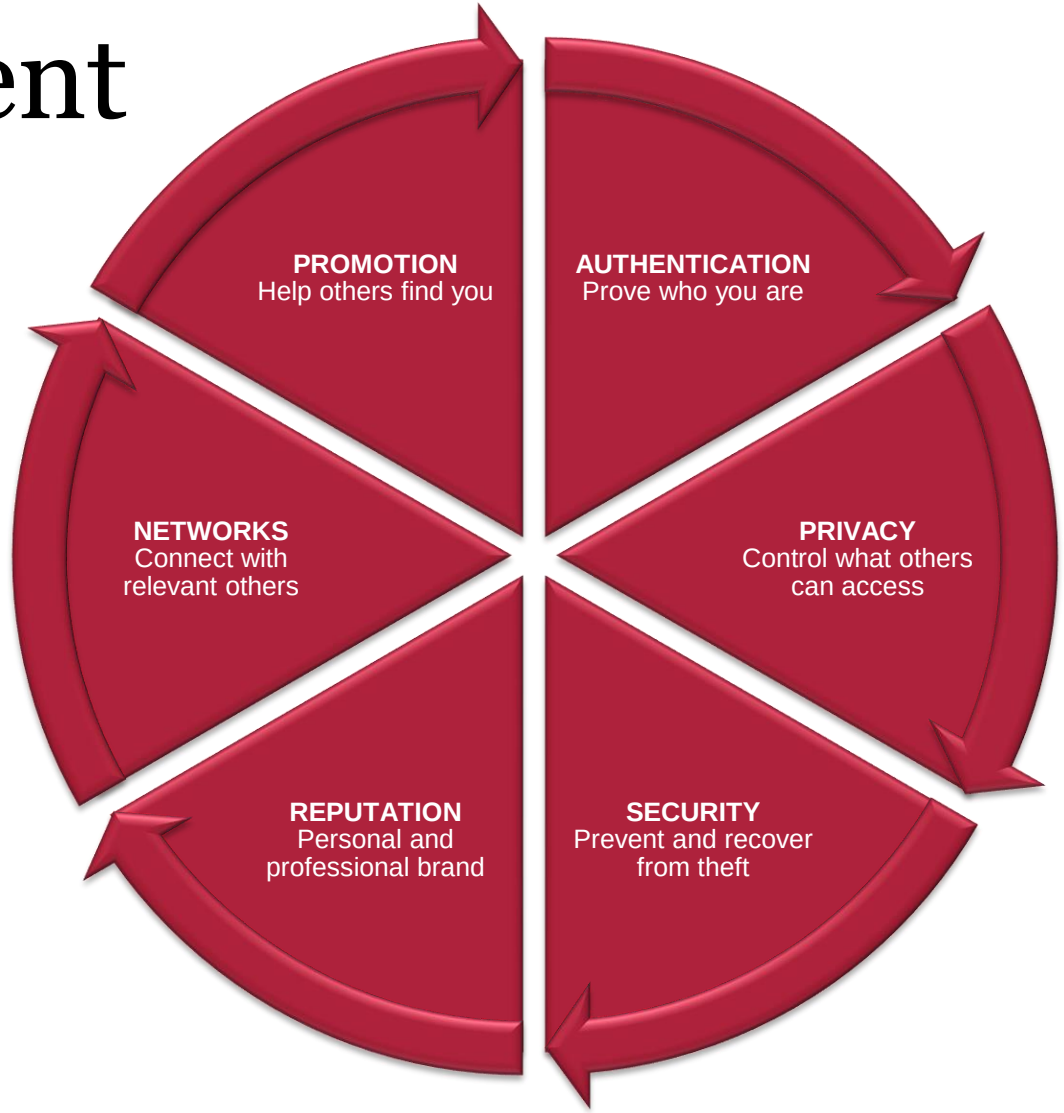


Source: The next revolution will be reclaiming your digital identity by Nik Milanovic, https://techcrunch.com/2017/10/17/the-next-revolution-will-be-reclaiming-your-digital-identity/

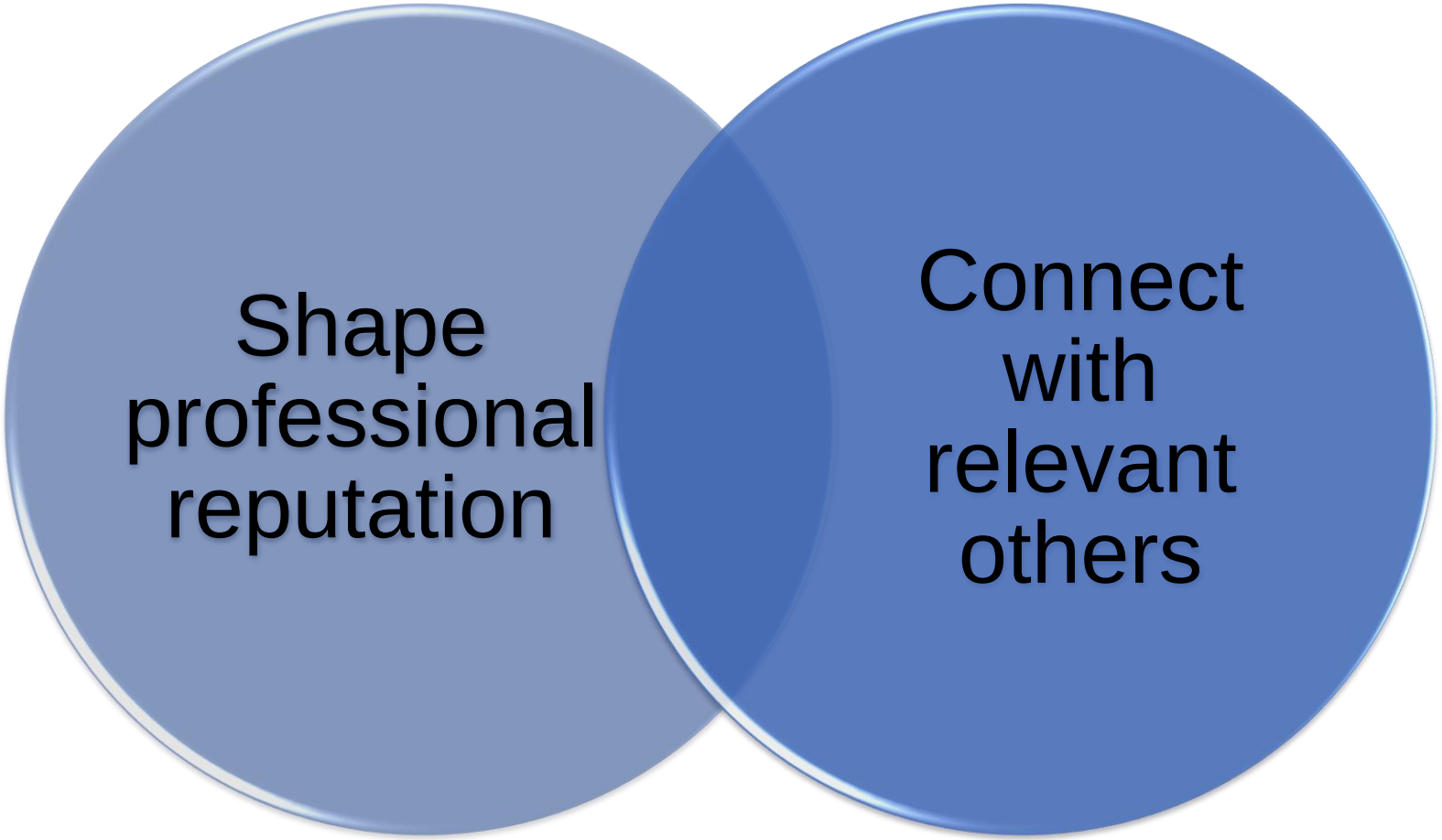
What can you do about it?



Digital identity management



Active digital identity management



Discussion

Who owns your digital identity?

How do you measure an individual's digital brand?

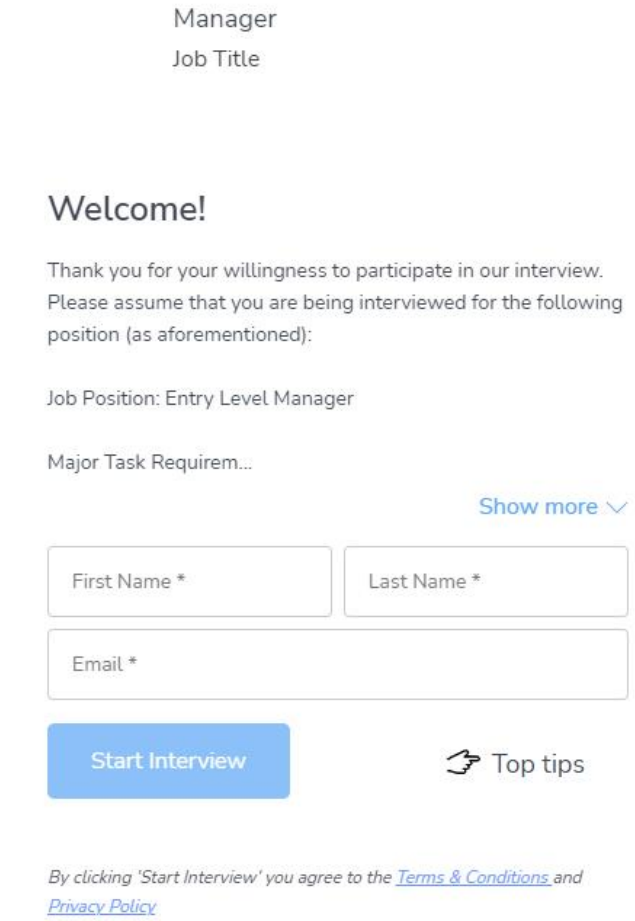
Extra Credit Opportunity

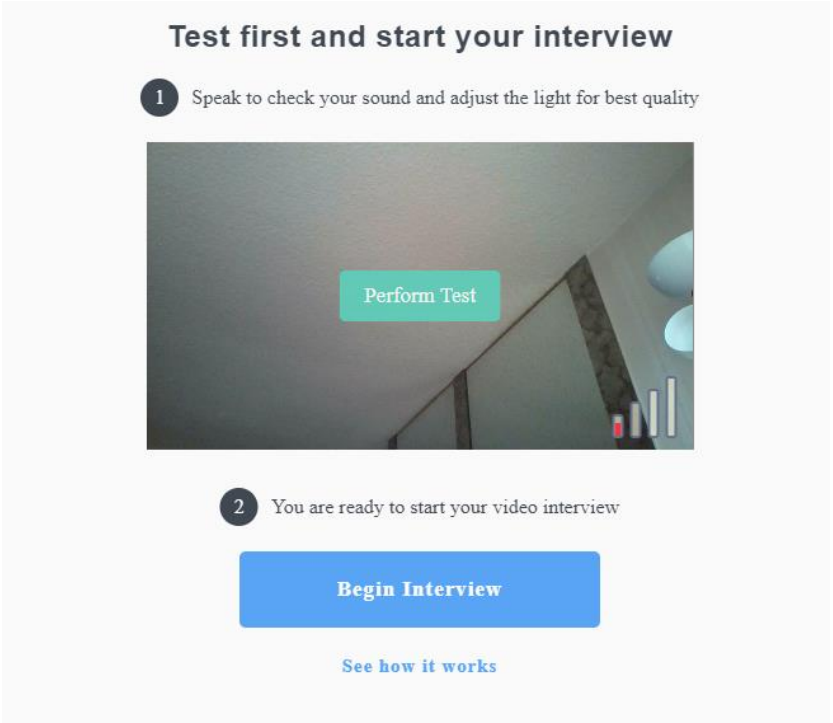
- **Onetime opportunity!!!**
- **Improve your final score**
- **Interact with an AI-powered interviewer.**
- **Practice your interview skills**
- **Includes a chance to win $20 gift card too!**

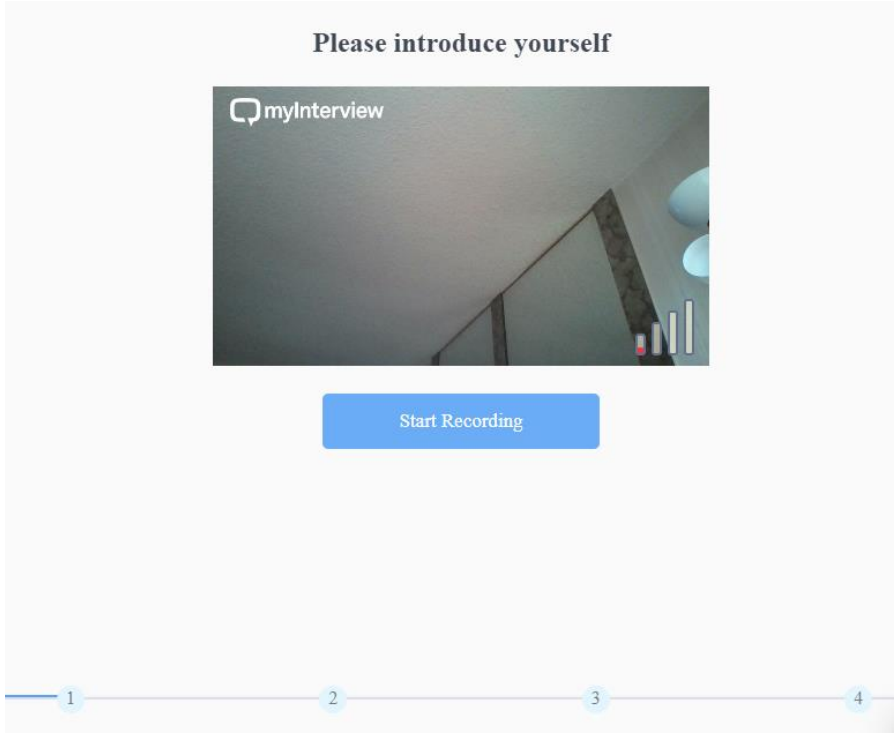
AI-powered Hiring – MyInterview Study

- **Artificial Intelligence (AI) is increasingly applied to the hiring processes. Be prepared, your next job interview might be with an AI!**
- **MyInterview study offers an opportunity to practice interviewing with an AI.**
- **This is to build your digital personal brand for AI "interviewers".**
- **What do I need to do?**
  - **Participate in the study by taking the AI-powered job interview for an entry-level management position and answering a survey after the job interview.**
  - **Make sure you are alone in a quiet environment when doing the interview.**

MyInterview Screenshots of the Interfaces



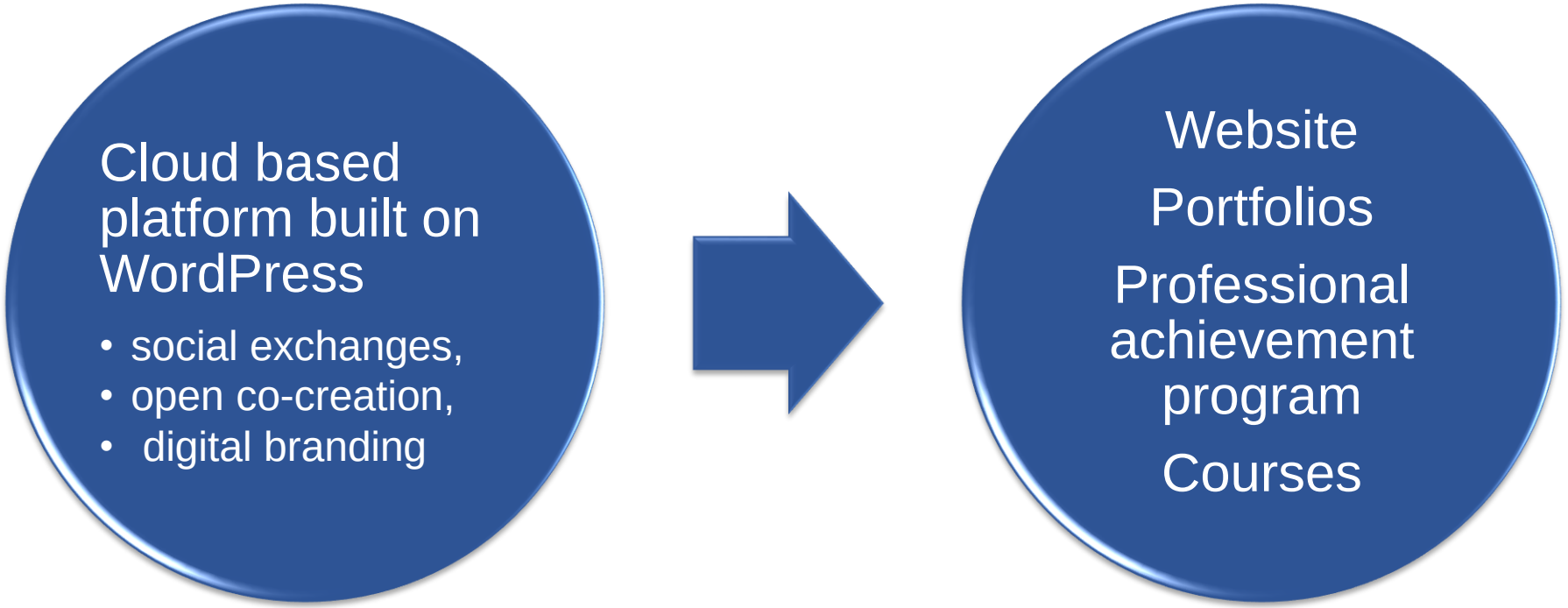




AI-powered Hiring – MyInterview Study

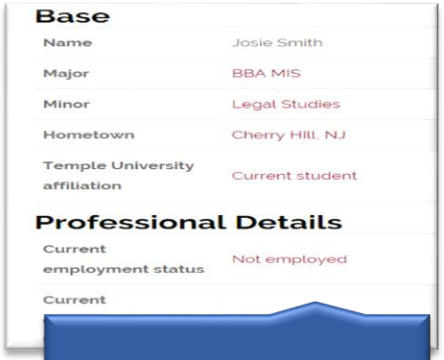
- **What do I get?**
  - **Experience interacting with an AI-powered interviewer.**
  - **Practice, Practice, Practice your interview skills**
  - **1 Point extra credit (to your final grade) for your participation, provide that you:**
    - **Complete the full interview and survey**
    - **Receive and submit your certificate to your instructor via canvas.**
  - **The first 70 students to participate and score above 85% in the interview will win a $20 Amazon gift card!!!**
- **How long does it take?...Only 25 - 30 minutes of your time!!! Feb 17 – March 3**

Community Platform



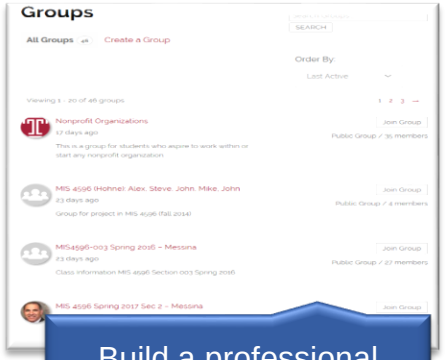
- Only platform that integrates web, professional development & coursework.
- Proprietary to the nationally ranked Fox School's MIS department.

Digital Identity Management Assignment



Digital identity & profile

Digital portfolio

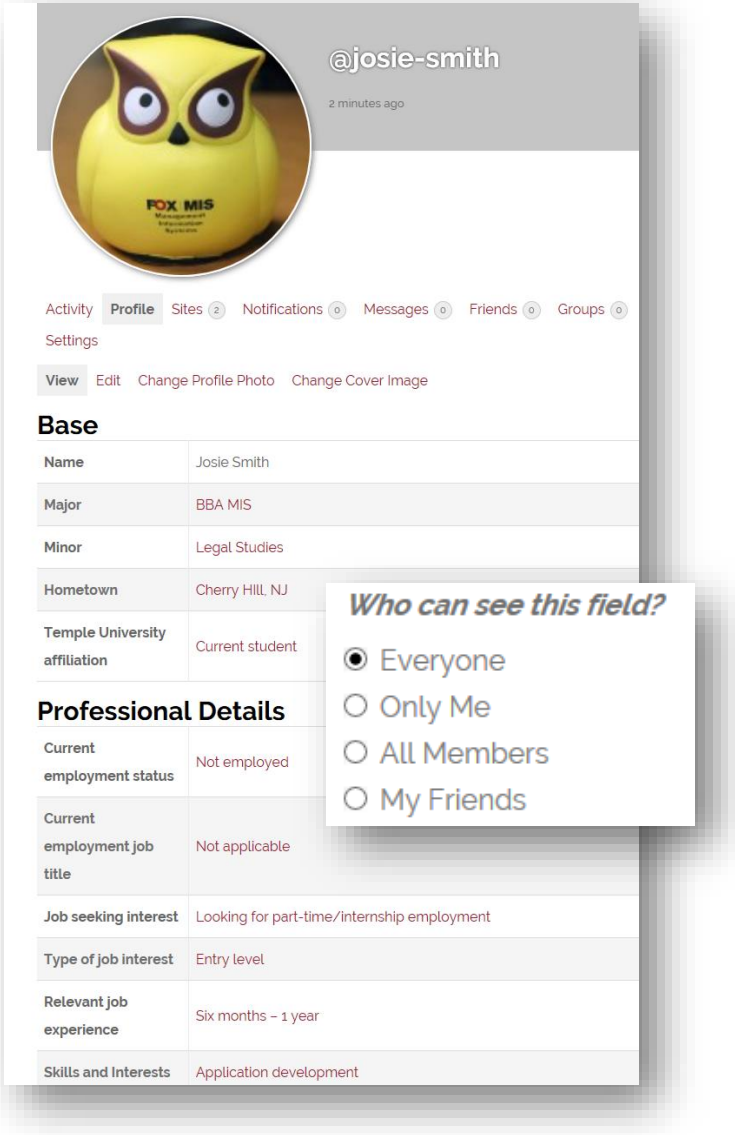


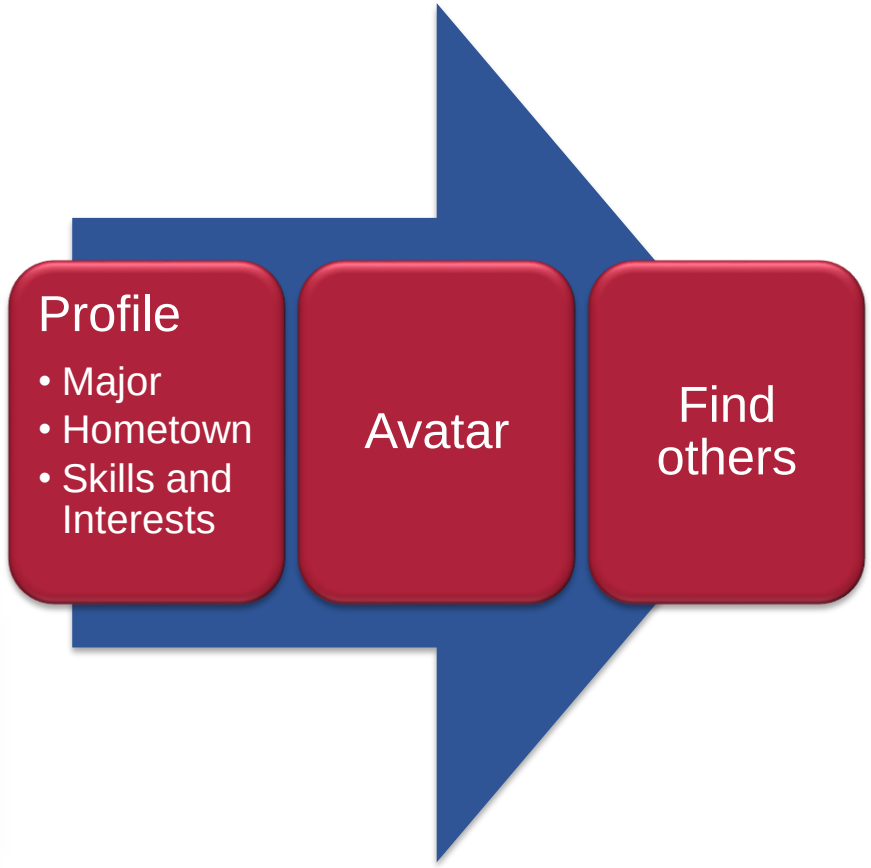
Build a professional network

Assess with analytics

Professional achievement program (MIS majors only)

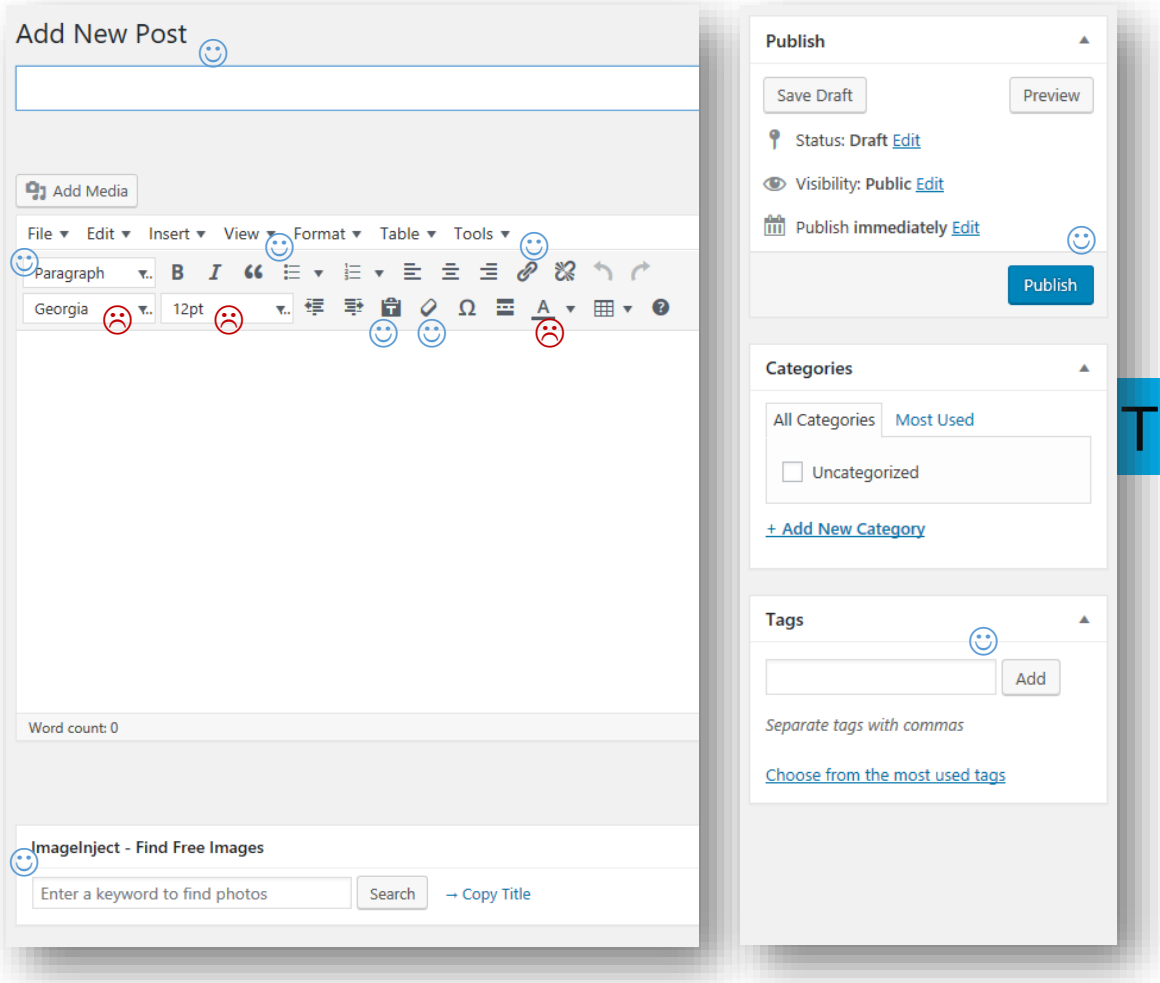
Digital Identity





Question: Is the concept of individual privacy at odds with the need to create a public brand and remain accessible to others?

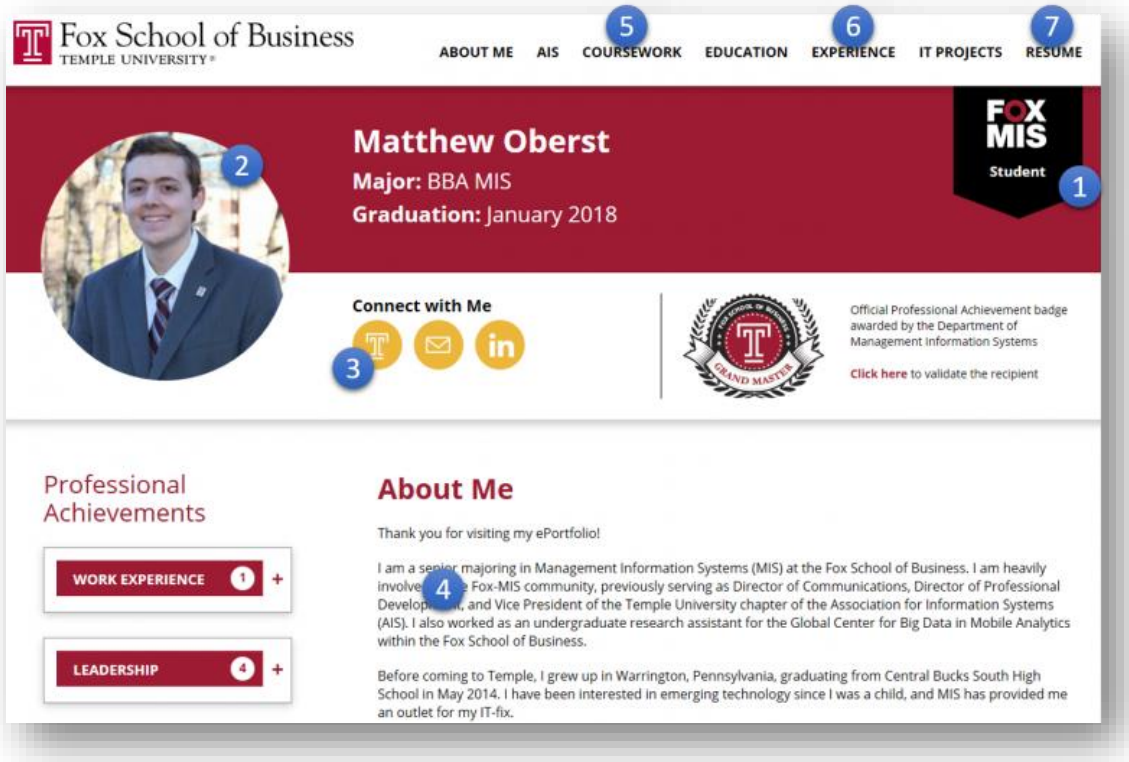
Digital Content



The WordPress editor

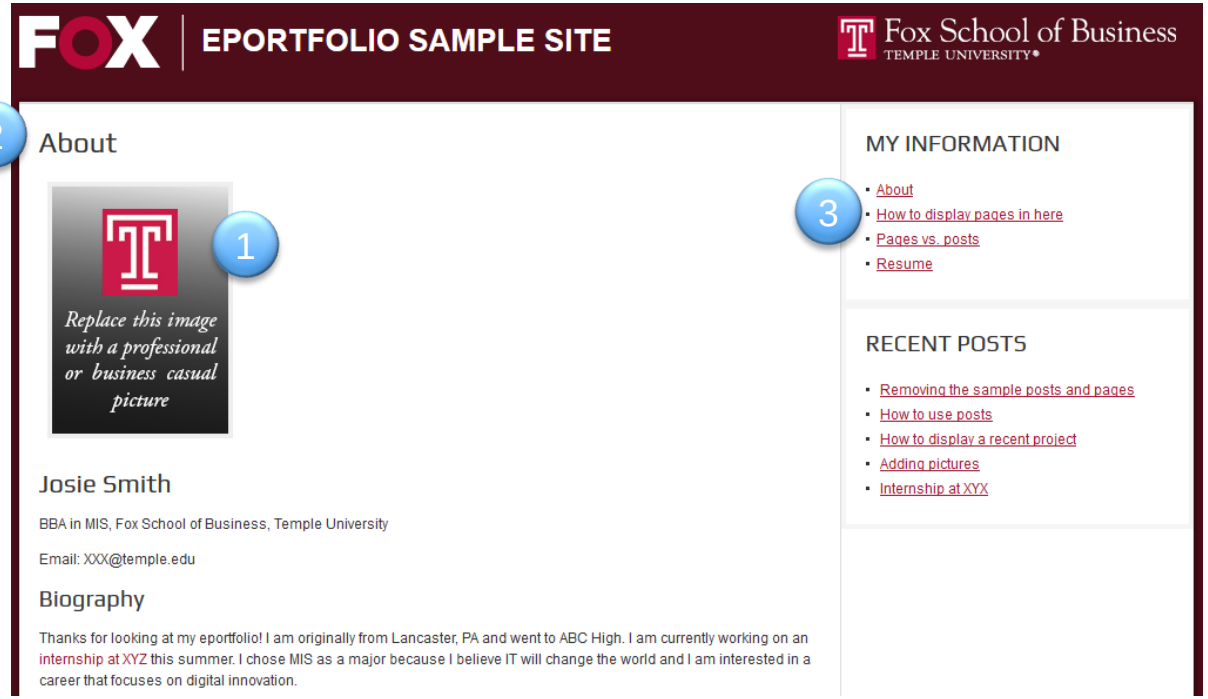
MIS major portfolio design requirements

1. Student portfolio
2. Professional picture
3. Profile fields
4. About me (home) page
5. Coursework
6. Experience and/or Interests
7. Resume as a PDF



Fox major portfolio design requirements

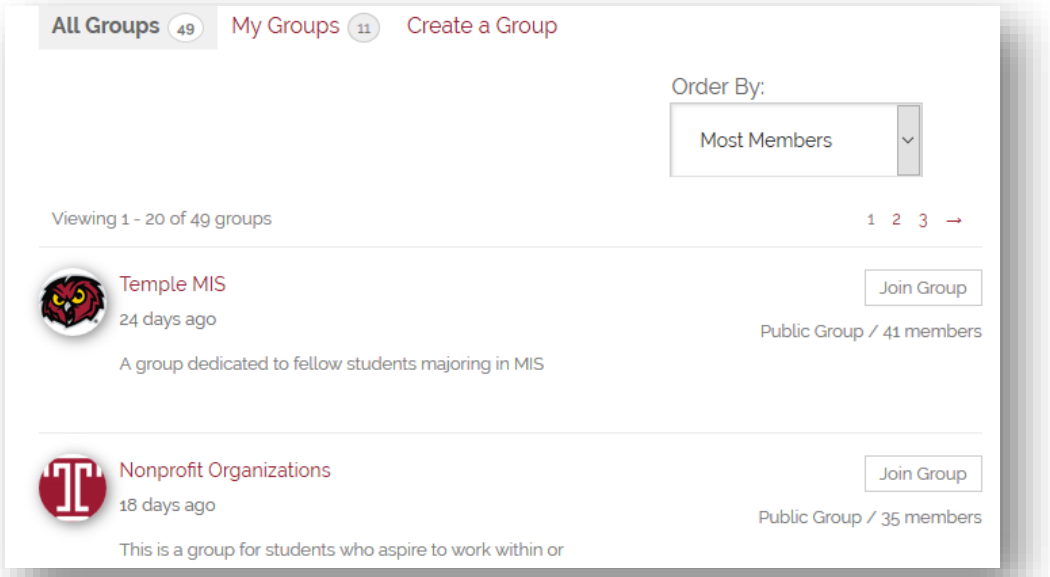
1. **Professional picture**
2. **About me (home) page**
3. **Three pages including “My Interests”**
4. **Remove all extra posts and pages**



E-Portfolio tips

DO'S	DON'TS
• Help Google: Include full name in the site title. • Sample work. This is your digital portfolio! • Describe work experience. • Involvement in non-profits. • Pictures of professional experiences. • Proofread • Google and Mobile friendly formatting.	• Inappropriate photos • Inappropriate content • Private information • Broken hyperlinks • Word documents • Don't password protect or close the site. • Don't use custom formatting or CSS.

Communities of practice



A group of people who share a profession or interest.

Slickdeals.net is a community of practice for people interested in deals.

Professional communities of practice and networks are a critical resource for entry level workers

Get started with joining or creating a group!

Source: http://en.wikipedia.org/wiki/Communities_of_practice

Next...

All Fox Majors
(excluding MIS majors)

- Fox Majors assignment
- http://eportfolios.fox.temple.edu
- Sites automatically removed at the end of the term

MIS Majors
(only)

- Complete Fox MIS major assignment
- http://community.mis.temple.edu
- Start professional achievement program
- Sites are permanent

See you on Wednesday for our First Exam

Bring:

1. **TUID card**
2. **#2 Pencil**
3. **2 Highlighters**