



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 9:

Exam #2 & JavaScript Unit #1

- Parts I & II
- Hello World, Variables

*Exam: check course site

Week 8:

Information Systems & Cybersecurity

- Protection Protocols
- Artificial Intelligence

Assignment #08

Week 7:

Platforms & Digital Business Models: Part I & II

- Platforms & Digital Models
- APIs

Week 6:

Information Systems: Parts I - III

- Data Analytics
- SCM

Assignment #07

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

Business Systems Innovation Labs

Lab 3a Pre-flight Checklist



"Need Superpowers? Go Cyborg w/SF.....8-0"

In this episode, Max's job is getting out of control and she can't keep up. Fortunately, she figures out how to build business rules into SF to make it help do the work. That's *process automation*—how you make the computer do the busywork so your job is *scalable*. She also uses Customer Relationship Management (CRM) to better deal with customers (VCs & Angels, in her case), even when there's tons!

Prep: What do you need to start?

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

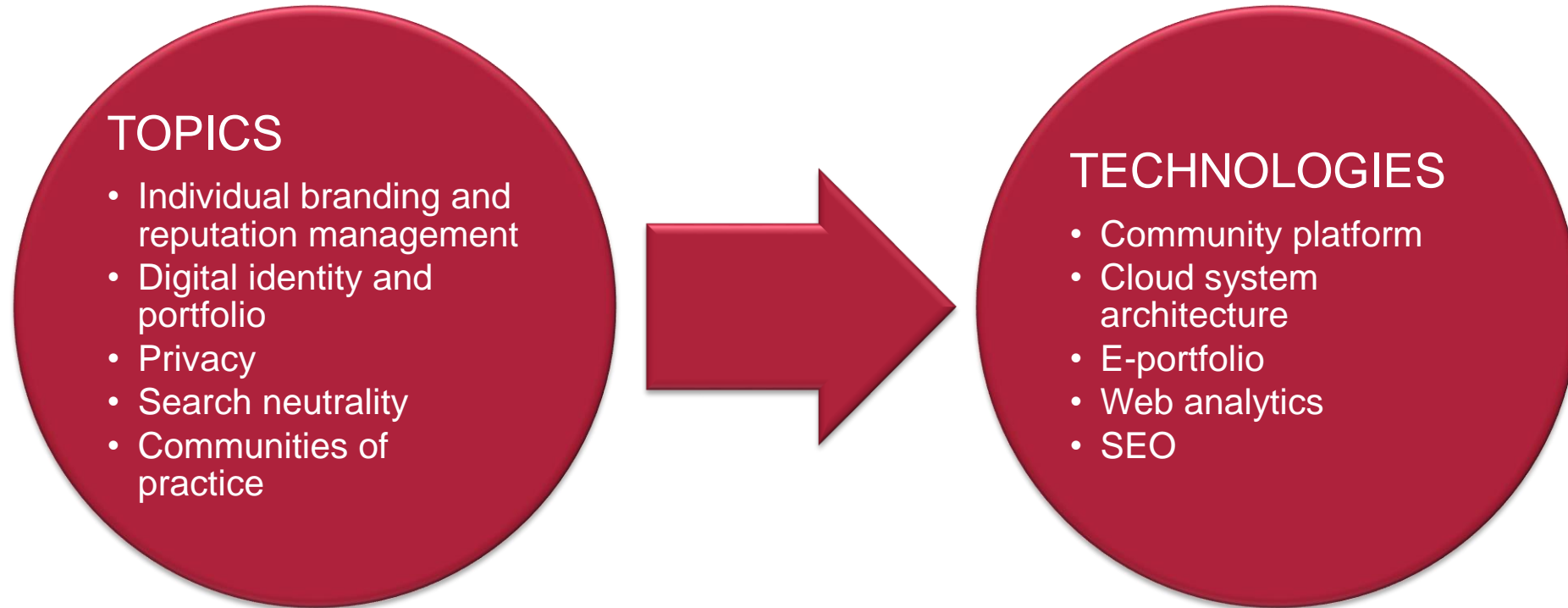
Steps #4 & #6:

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

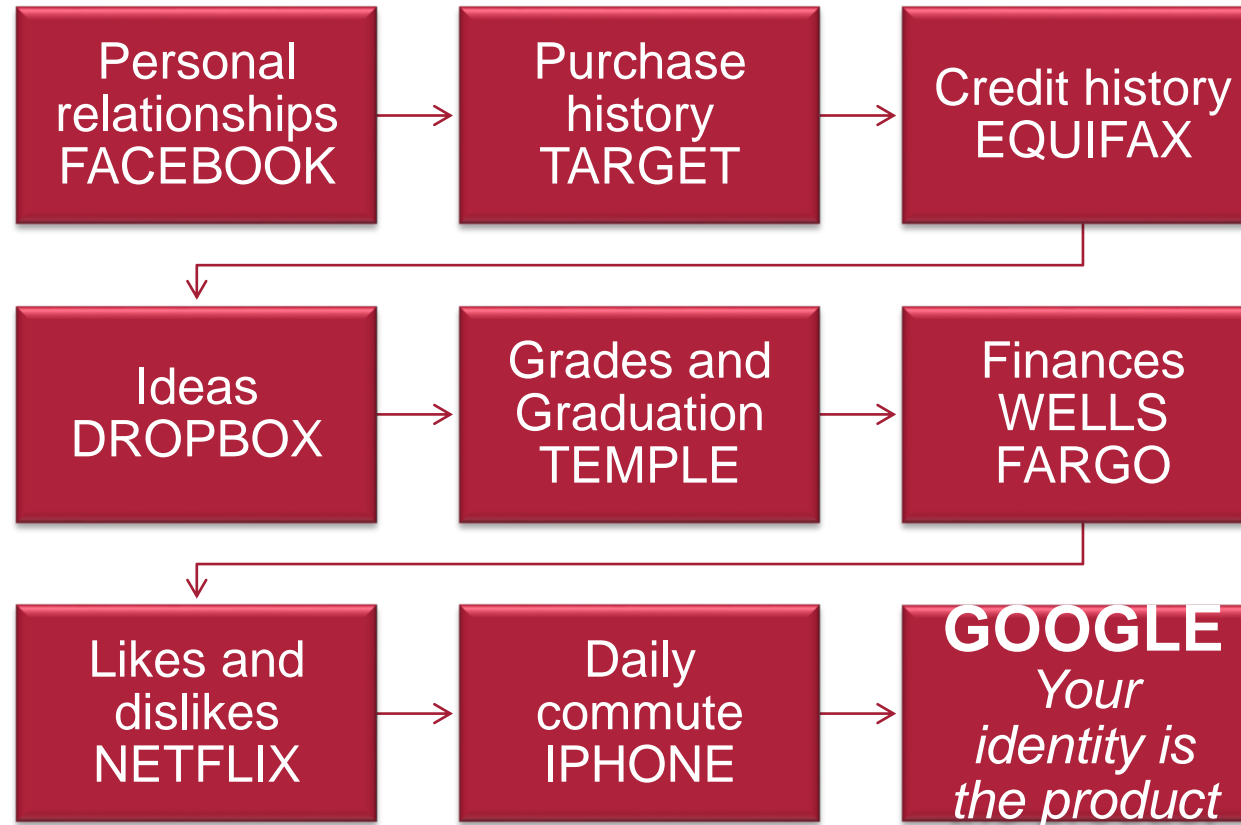
7 Simple Steps for a Solid SEO Strategy

- 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?

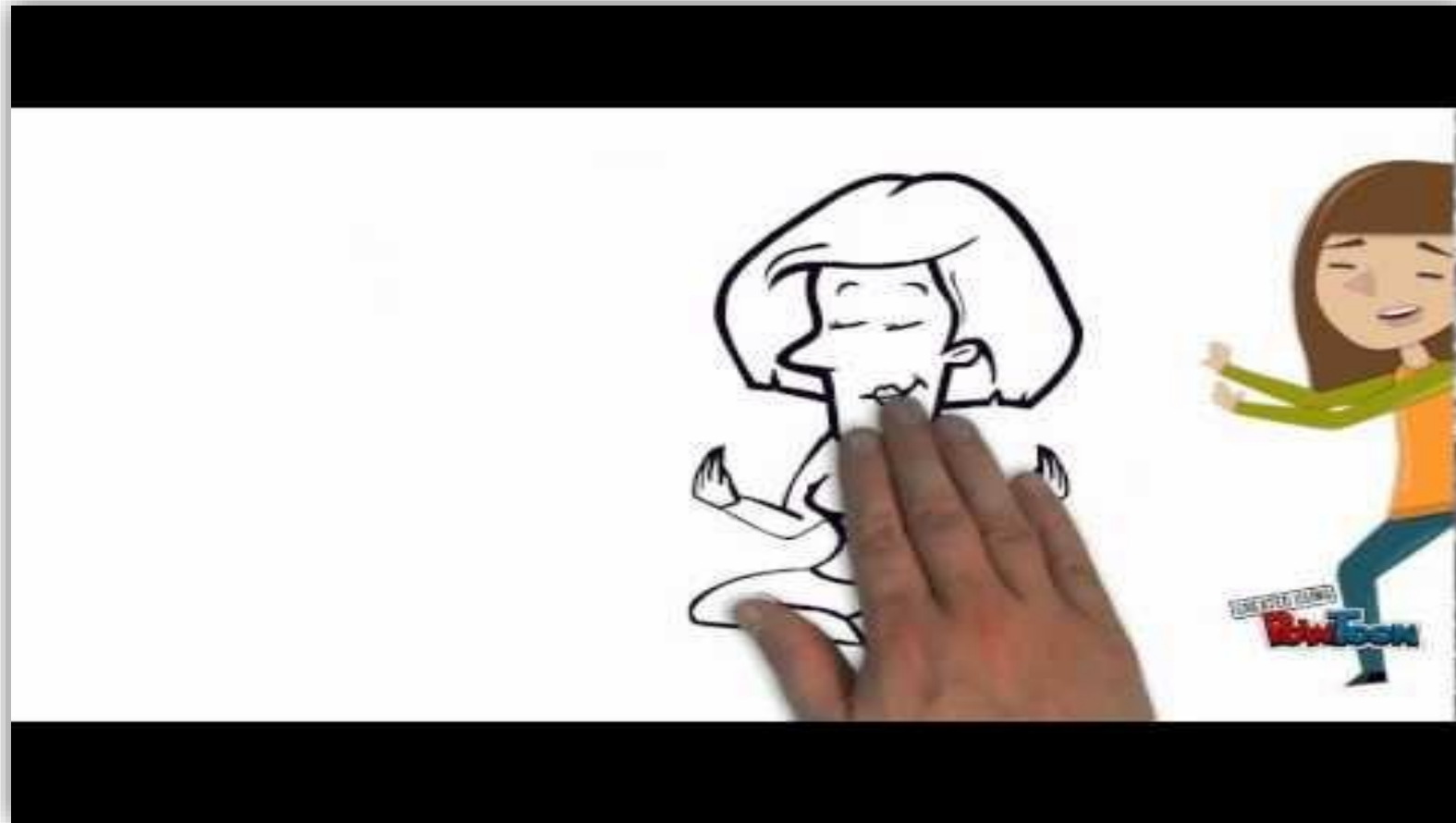


What is a digital identity?

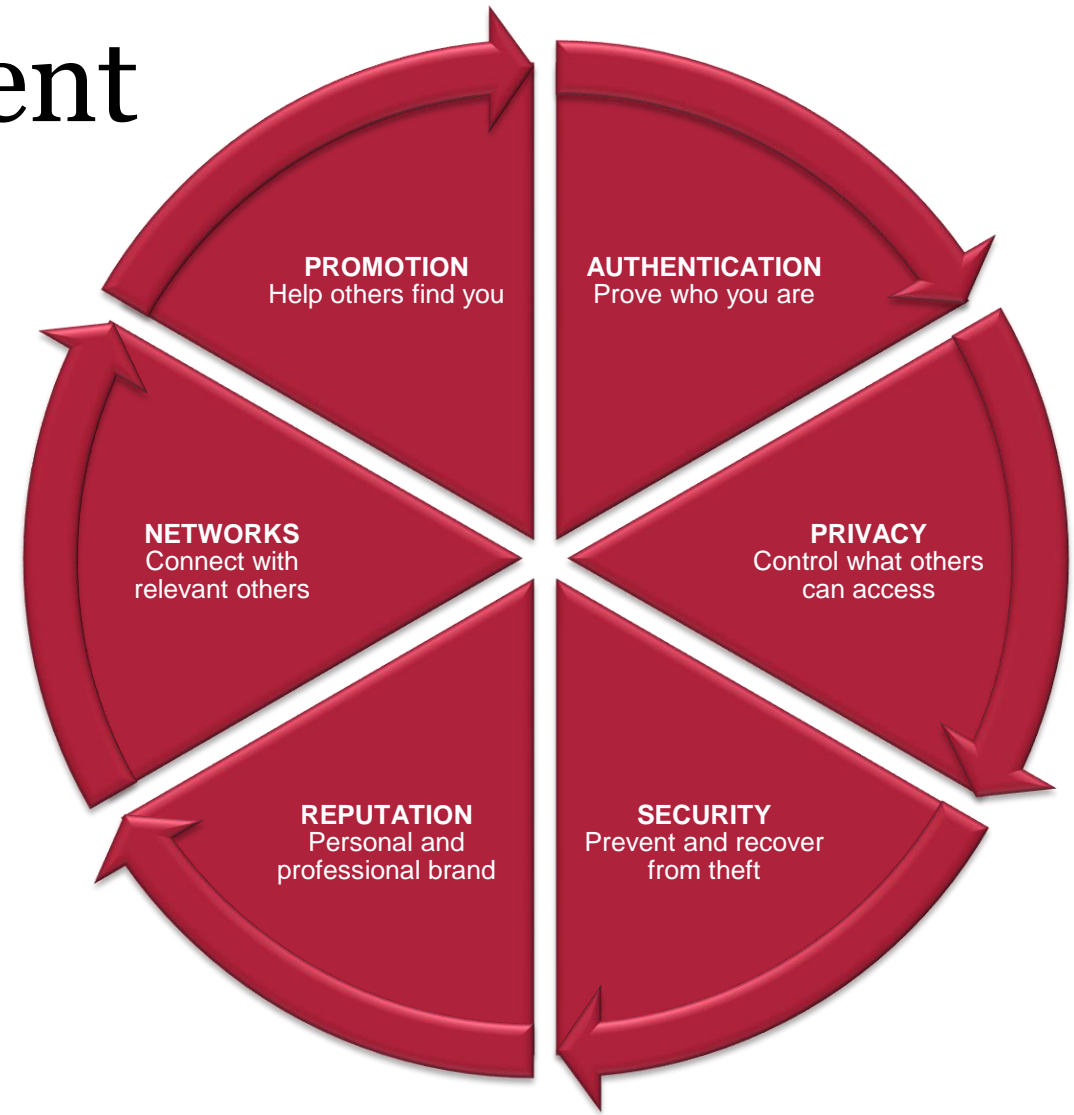


Source: The next revolution will be reclaiming your digital identity by Nik Milanovic, <https://techcrunch.com/2017/10/17/the-next-revolution-will-be-reclaiming-your-digital-identity/>

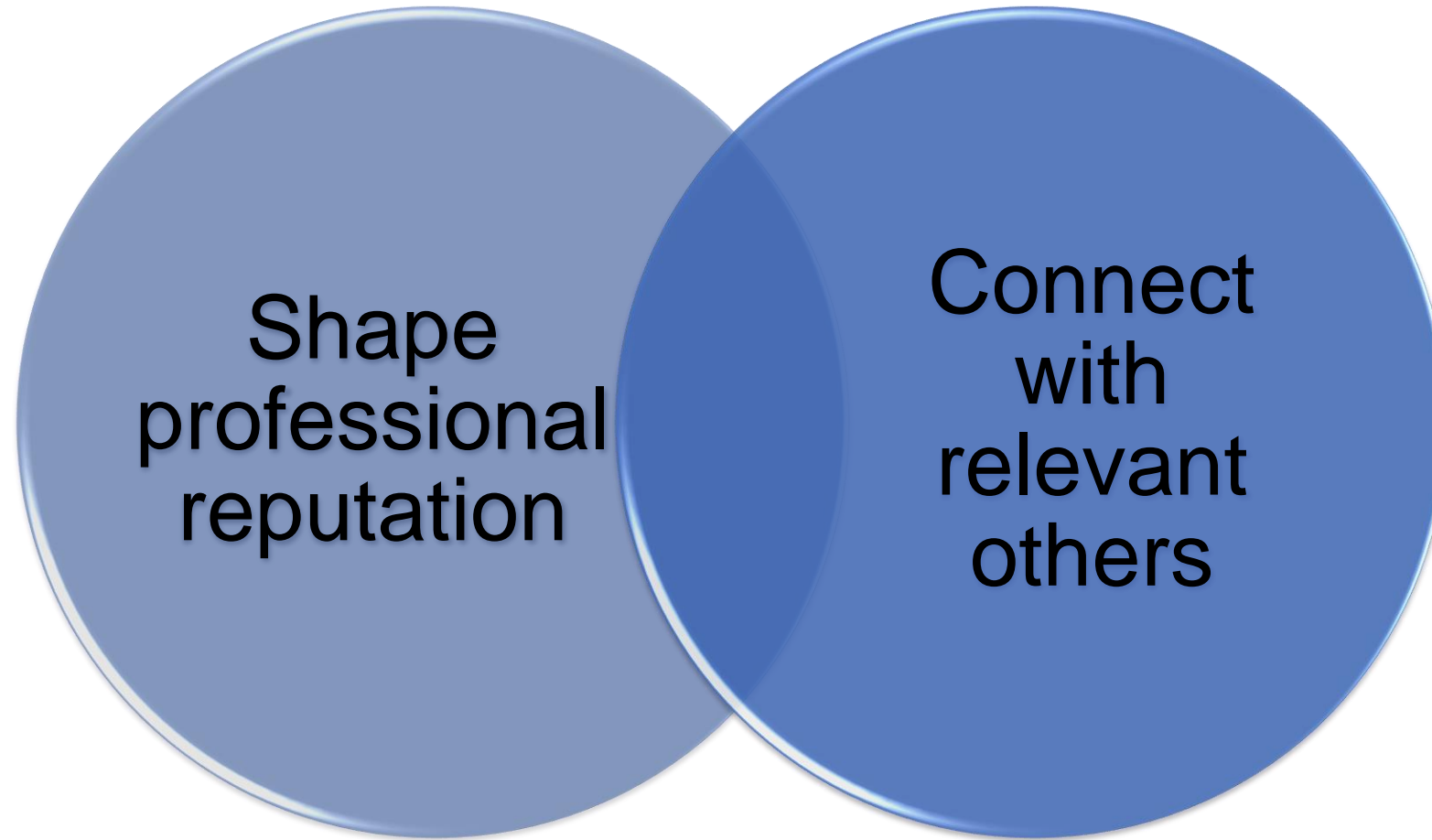
What can you do about it?



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!**



**EARN
EXTRA
CREDIT**

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

Manager
Job Title

Welcome!

Thank you for your willingness to participate in our interview. Please assume that you are being interviewed for the following position (as aforementioned):

Job Position: Entry Level Manager

Major Task Requirem...

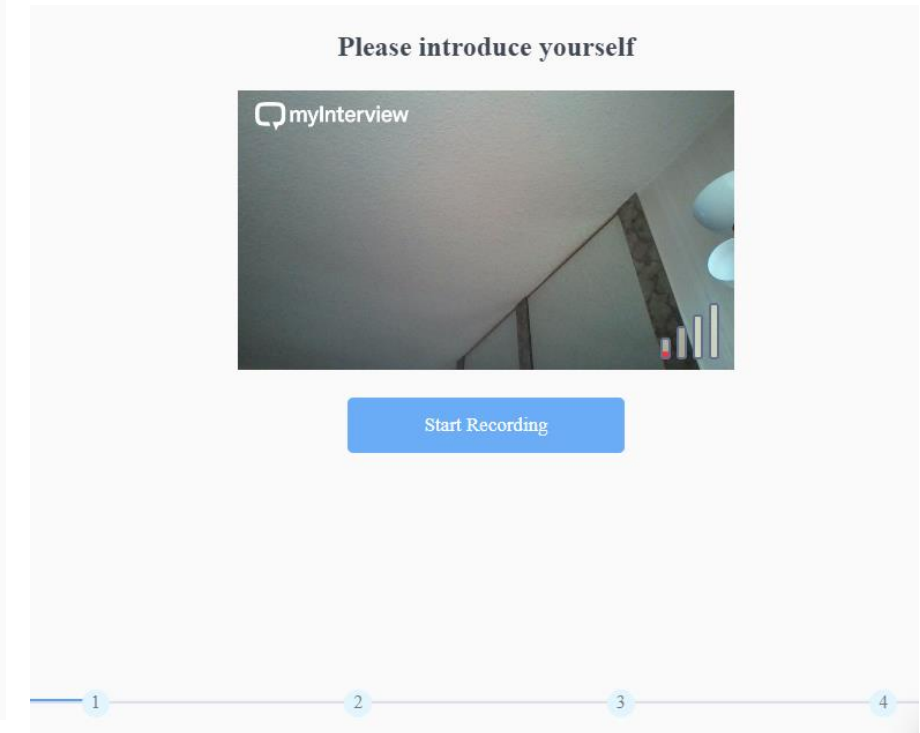
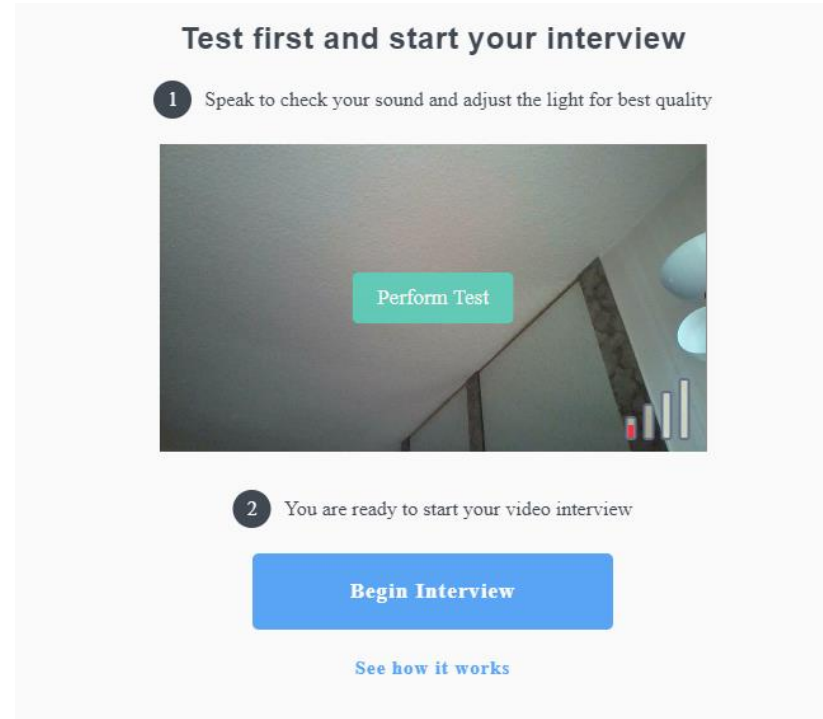
[Show more](#) ▾

<input type="text" value="First Name *"/>	<input type="text" value="Last Name *"/>
<input type="text" value="Email *"/>	

[Start Interview](#)

[👉 Top tips](#)

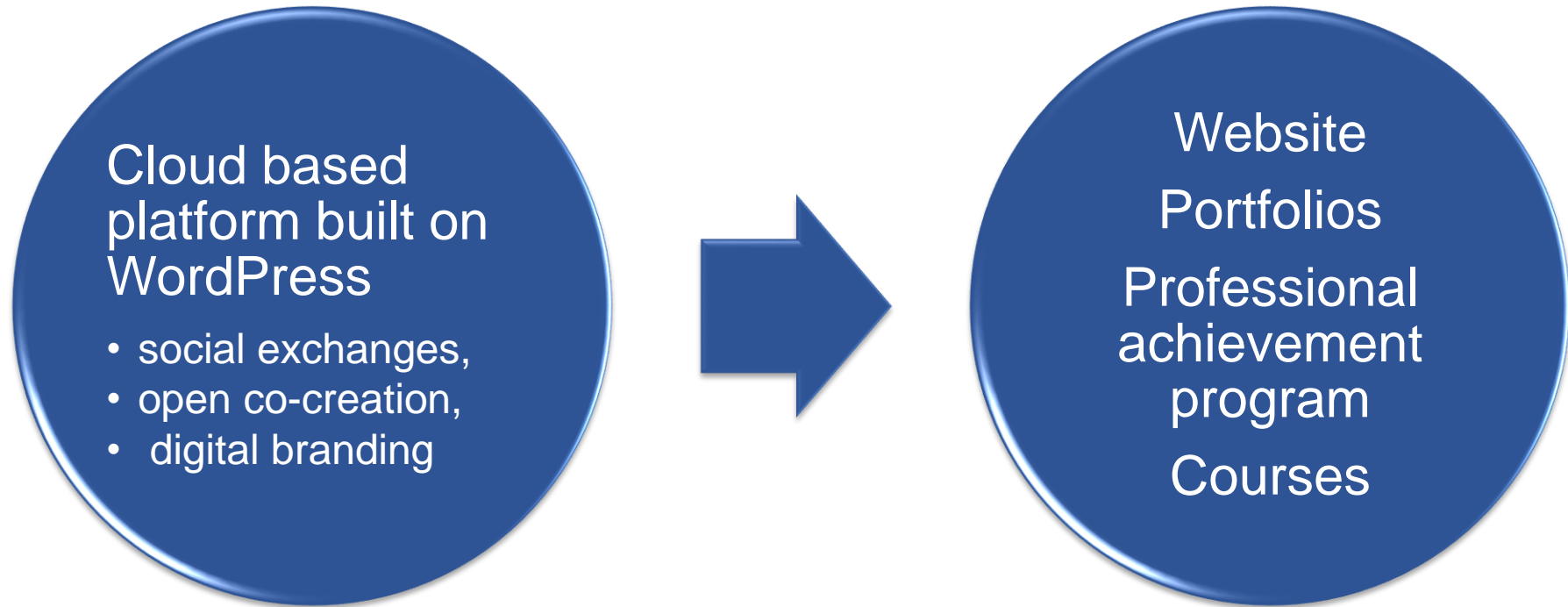
By clicking 'Start Interview' you agree to the [Terms & Conditions](#) and [Privacy Policy](#)



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

Base

Name	Josie Smith
Major	BBA MIS
Minor	Legal Studies
Hometown	Cherry Hill, NJ
Temple University affiliation	Current student

Professional Details

Current employment status	Not employed
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Current

Digital identity & profile

Fox School of Business
TEMPLE UNIVERSITY

ABOUT ME SAMPLE PAGE

Josie Smith
Major: BBA MIS
Graduation: May 2018

Connect with Me

Official Professional Achievement badge awarded by the Department of Management Information Systems

Digital portfolio

Groups

All Groups Create a Group

Viewing 1 - 20 of 48 groups

- Nonprofit Organizations (17 days ago) - Public Group / 36 members
- MIS 4595 (Fall) Alex, Steve, John, Mike, John (23 days ago) - Public Group / 4 members
- MIS4595-003 Spring 2016 - Messina (23 days ago) - Public Group / 22 members
- MIS 4595 Spring 2017 Sec 2 - Messina

Build a professional network

Google Analytics

Home Reporting Customization Admin

44 Sessions 100%

Overview

Statistics Sessions 10 100%

Analytics Events

Goal Time

Acquire

Behavior

Visits	Pages
0	0

Pages/Session Avg. Session Duration Bounce Rate

0.00	00:00:00	0.00%
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Assess with analytics

**SHOW EMPLOYERS YOU ARE
WORKPLACE READY!
WITH PROFESSIONAL ACHIEVEMENT BADGES**

GRAND MASTER
MASTER
CANDIDATE
PREVIEW

Professional achievement program (MIS majors only)

Digital Identity

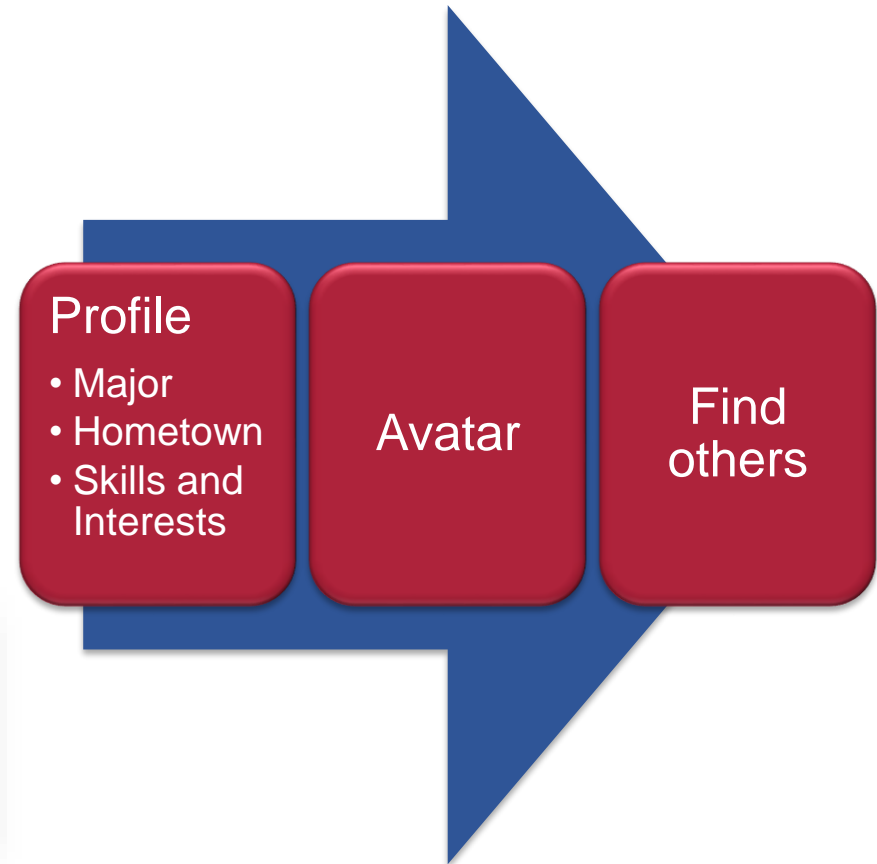
The screenshot shows a Facebook profile for @josie-smith. The profile picture is a yellow owl with 'FOX MIS' written on its chest. The profile name is 'Josie Smith' and the major is 'BBA MIS'. A privacy dropdown menu is open over the 'Temple University affiliation' field, showing options: Everyone (selected), Only Me, All Members, and My Friends.

Base	
Name	Josie Smith
Major	BBA MIS
Minor	Legal Studies
Hometown	Cherry Hill, NJ
Temple University affiliation	Current student

Professional Details	
Current employment status	Not employed
Current employment job title	Not applicable
Job seeking interest	Looking for part-time/internship employment
Type of job interest	Entry level
Relevant job experience	Six months - 1 year
Skills and Interests	Application development

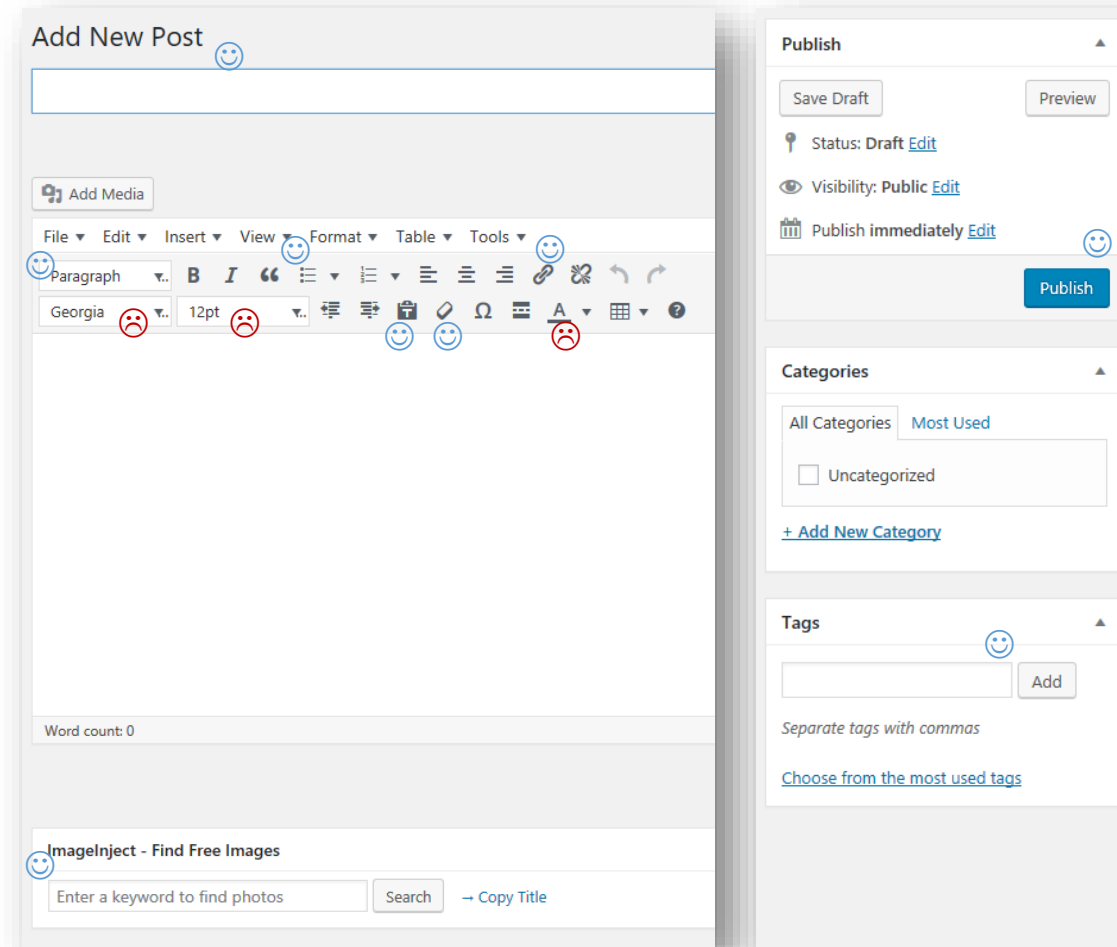
Who can see this field?

- Everyone
- Only Me
- All Members
- My Friends



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

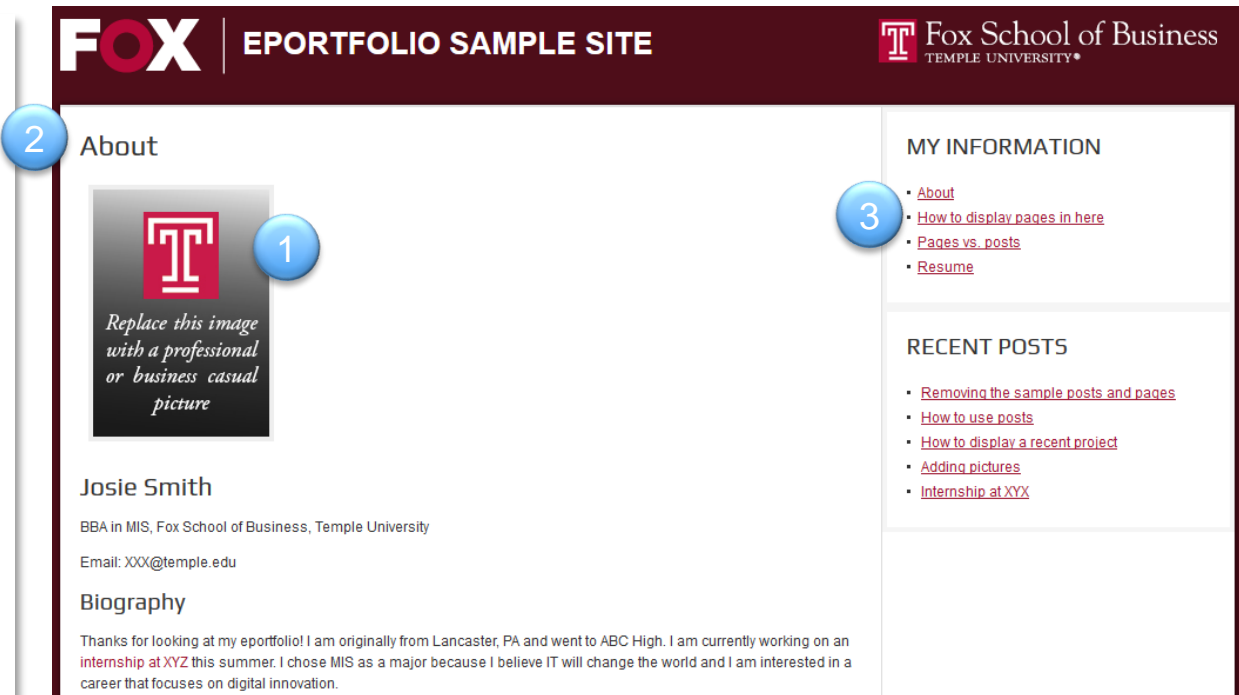
MIS major portfolio design requirements

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

The screenshot shows a student portfolio for Matthew Oberst, a BBA MIS student at Temple University's Fox School of Business. The page is designed with a red and white color scheme. At the top, there is a navigation menu with links for ABOUT ME, AIS, COURSEWORK, EDUCATION, EXPERIENCE, IT PROJECTS, and RESUME. The profile header features a circular professional picture of Matthew Oberst, his name, major (BBA MIS), and graduation date (January 2018). A 'FOX MIS Student' badge is also present. Below the profile picture, there are social media icons for Twitter, Email, and LinkedIn. To the right, there is a 'Connect with Me' section with social media icons and a 'FOX MIS Student' badge. Below the profile picture, there is a section for 'Professional Achievements' with a 'WORK EXPERIENCE' button (1) and a 'LEADERSHIP' button (4). The 'About Me' section includes a thank you message and a paragraph about Matthew's involvement in the Fox-MIS community, his roles as Director of Communications, Director of Professional Development, and Vice President of the Temple University chapter of the Association for Information Systems (AIS), and his work as an undergraduate research assistant for the Global Center for Big Data in Mobile Analytics within the Fox School of Business. A 'Click here to validate the recipient' link is provided for the FOX MIS badge.

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

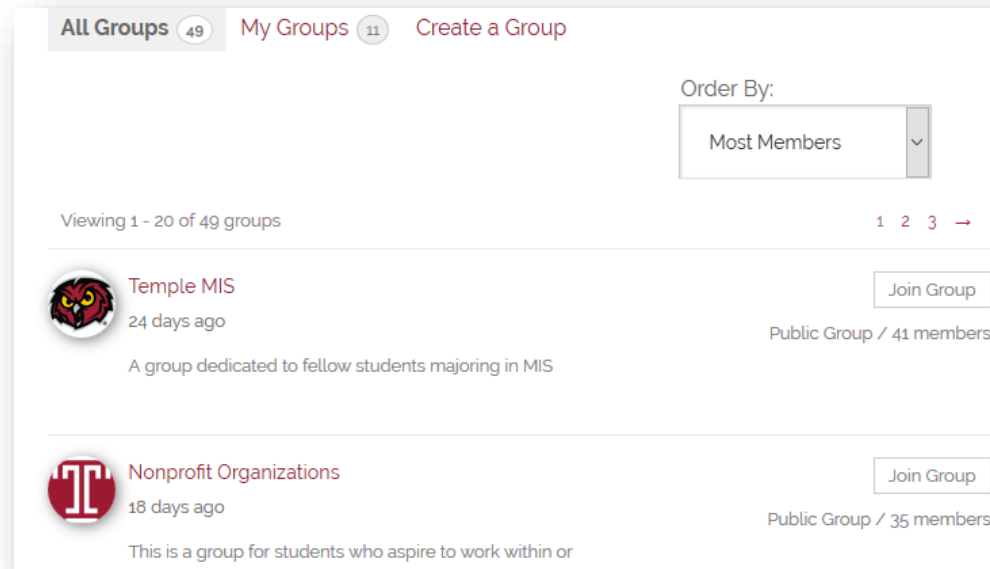
DO'S

- 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.

DON'TS

- 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