



Digital Systems

4.1 Learn IT! #1 Kickoff

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

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

Week 7:

Platforms & Digital Business Models, plus APIs

- Platforms & Digital Models, APIs
- Cybersecurity

• Assignment #08

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

Assignments #11

*Final Exam: check course site

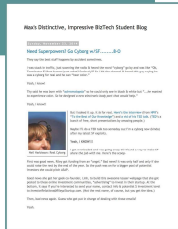
FINISH

Current Events

- **What's happening in the world today from an IS perspective?**
 - How does it relate to this week's discussion?
 - How does it impact your industry or profession?



Business Systems Innovation Labs Lab 3a Pre-flight Checklist



“Need Superpowers? Go Cyborg w/SF.....8-O”

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

Digital Product Management

FOX
MIS

Learn IT! #1

Digital Product Management

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?

- **Step #1:** As a young business professional, list five prescribed images or impressions that you want others to have of you.
- **Step #2 :** Discuss your lists in small groups

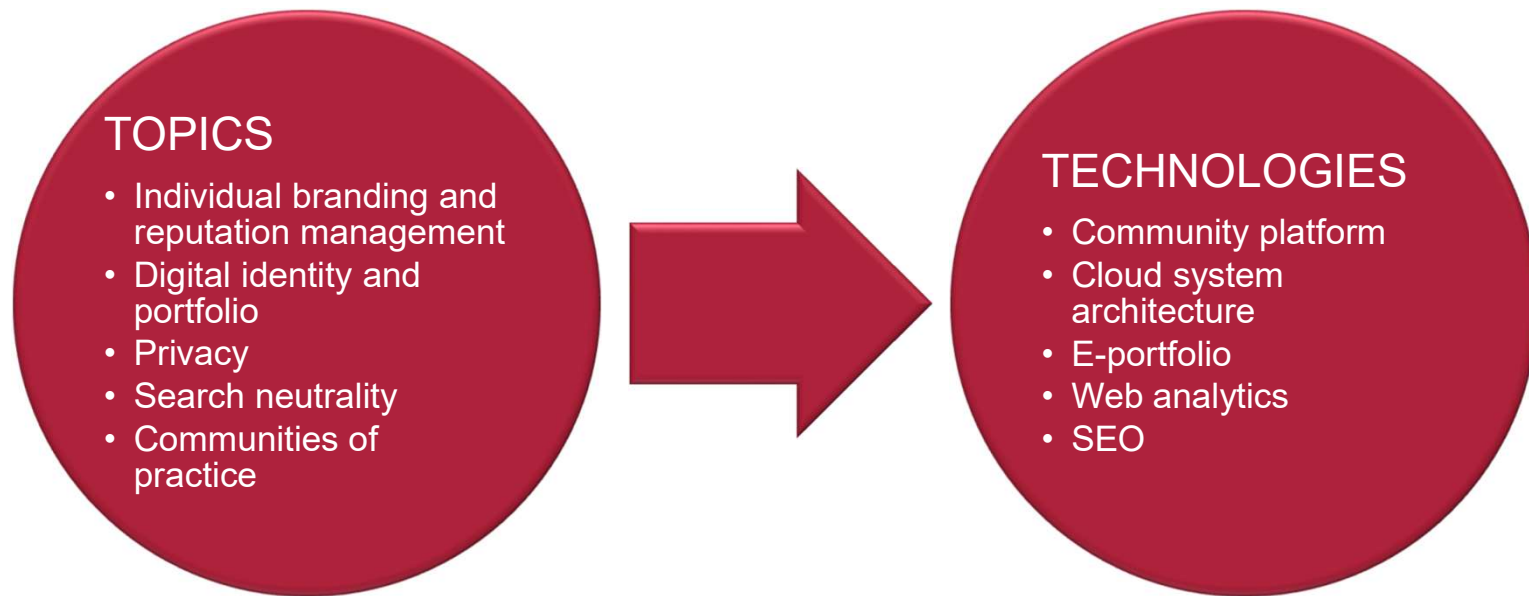
Steps #4 & #6:

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



Search Engine Optimization (SEO)

- **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 (i.e. google)**

*What is LinkedIn SEO? LinkedIn SEO is **handled the same way you would apply SEO to your website**. You can strategically integrate keywords throughout your LinkedIn profile to better your chances of the algorithm finding your profile and ranking your content at the top of search results.*

Hiring Managers and Your Social Media Profile

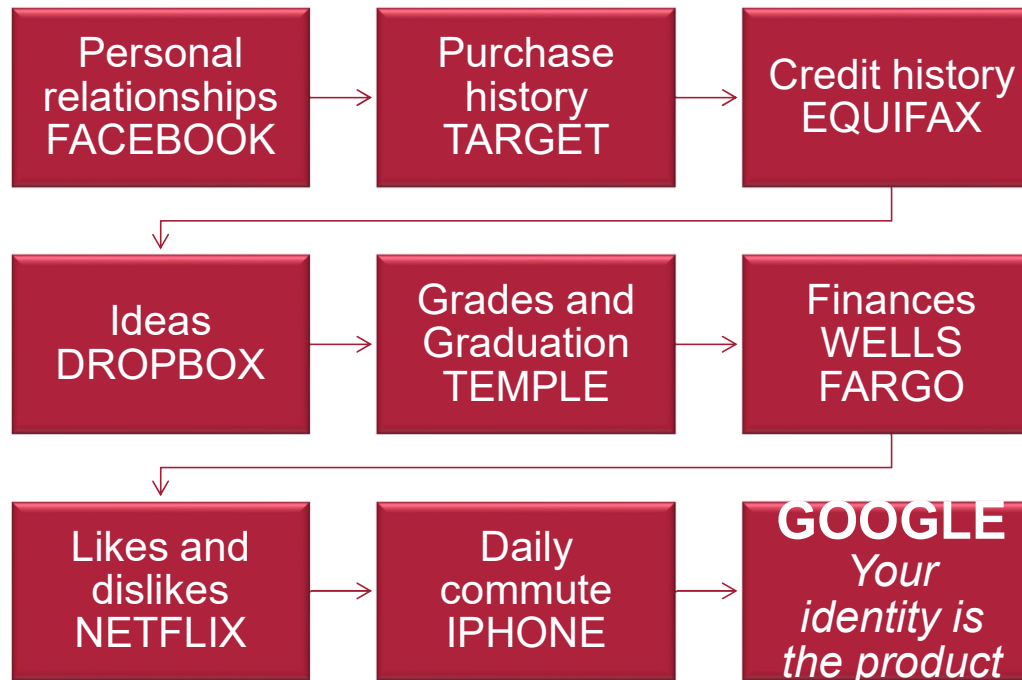
- Define your online brand
- Every post supports your online brand
- Focus on your bio
- Profile pic is a must
- Find a role model



Why is it important?

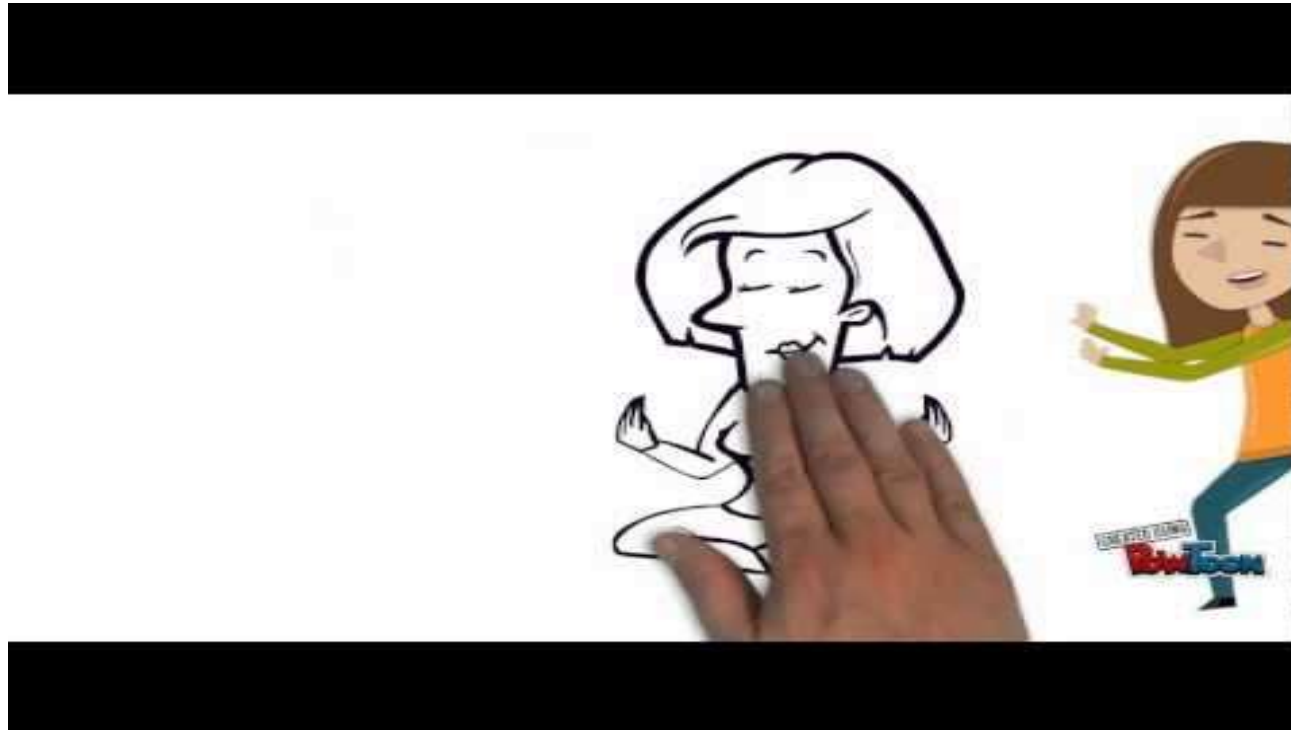


What is a digital identity?

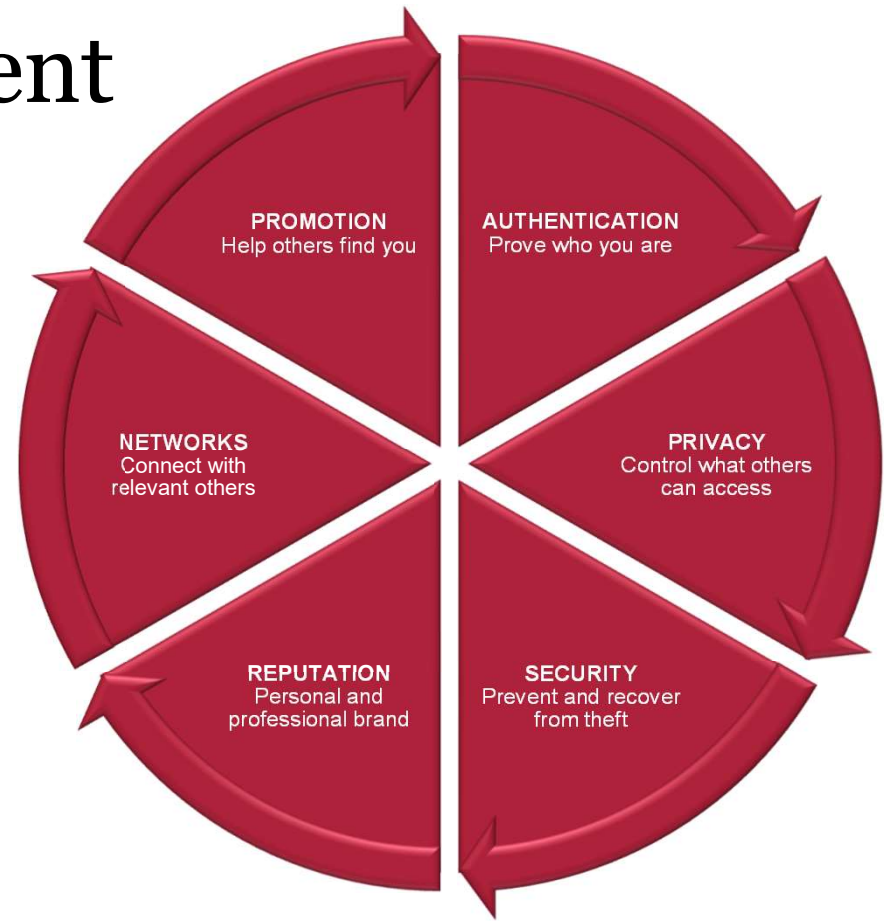


Source: The next revolution will be reclaiming your digital identity by Nik Milanovic, <https://techcrunch.com/2017/10/17/the-next-revolution-will-be-reclaiming-your-digital-identity/>

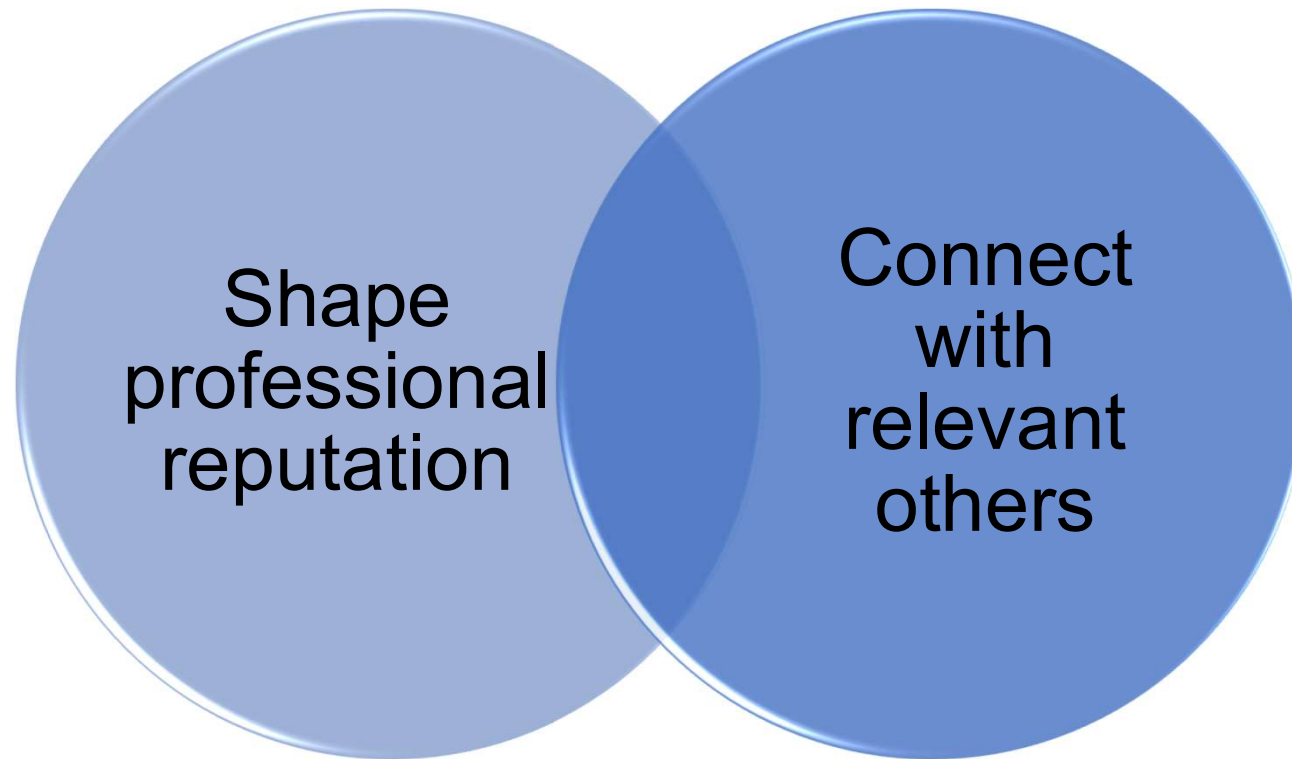
What can you do about it?



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...

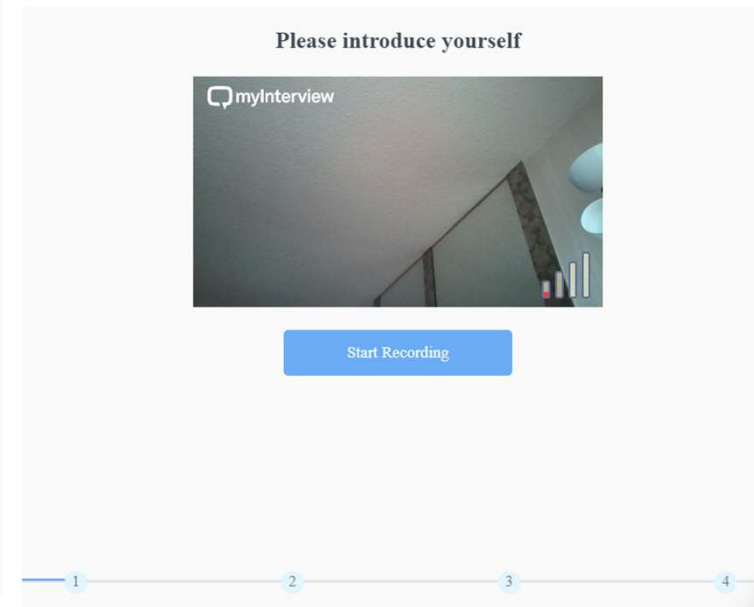
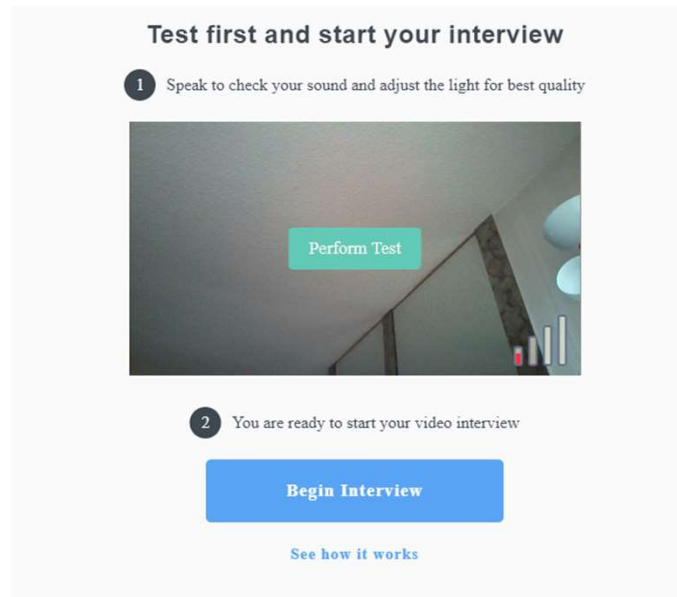
[Show more](#) ▾

First Name * Last Name *

Email *

[Start Interview](#) [Top tips](#)

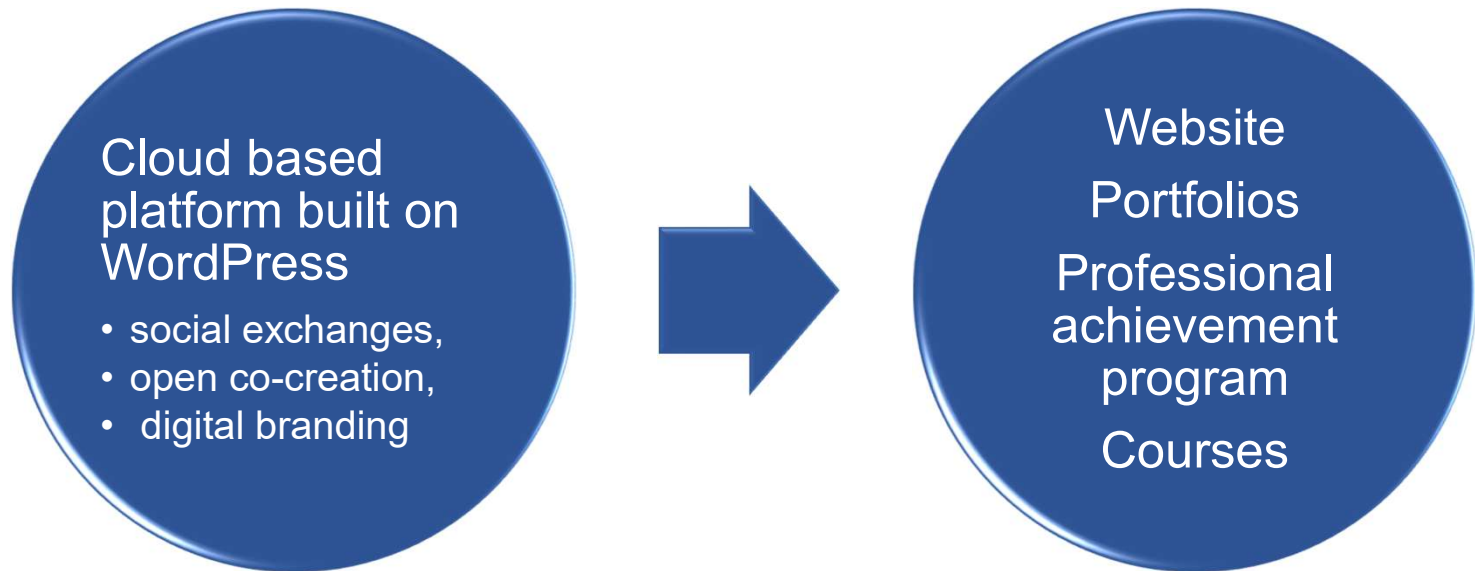
By clicking 'Start Interview' you agree to the [Terms & Conditions](#) and [Privacy Policy](#)



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!!! 9/29-10/7**

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
Current	

Digital identity & profile

Fox School of Business
TEMPLE UNIVERSITY

ABOUT ME SAMPLE PAGE

Fox MIS
Student

Josie Smith
Major: BBA MIS
Graduation: May 2018

Connect with me

Official Professional Achievement Badge awarded by Department of Management Information Systems
Click here to add the report

Digital portfolio

Groups

All Groups [Create a Group](#)

Order By
Last Activity

Showing 1 - 3 of 30 groups

- MIS 4020 Organizations**
This is a group for students who desire to work with other students from various organizations.
- MIS 4020 Student Assoc. Steve, John, Mike, John**
Group for students in MIS 4020 this year.
- MIS4020 Spring 2018 - Measure**
Class information with applicable student ID's for Spring 2018.
- MIS 4020 Spring 2017 Sec 2 - Measure**

Build a professional network

Analytics dashboard showing various charts and data points.

Assess with analytics

**SHOW EMPLOYERS YOU ARE
WORKPLACE READY!**

WITH PROFESSIONAL ACHIEVEMENT BADGES

Professional achievement program graphic featuring several achievement badges.

Professional achievement program (MIS majors only)

Digital Identity

@josie-smith
2 minutes ago

Activity Profile Sites 2 Notifications 0 Messages 0 Friends 0 Groups 0

Settings

View Edit Change Profile Photo Change Cover Image

Base

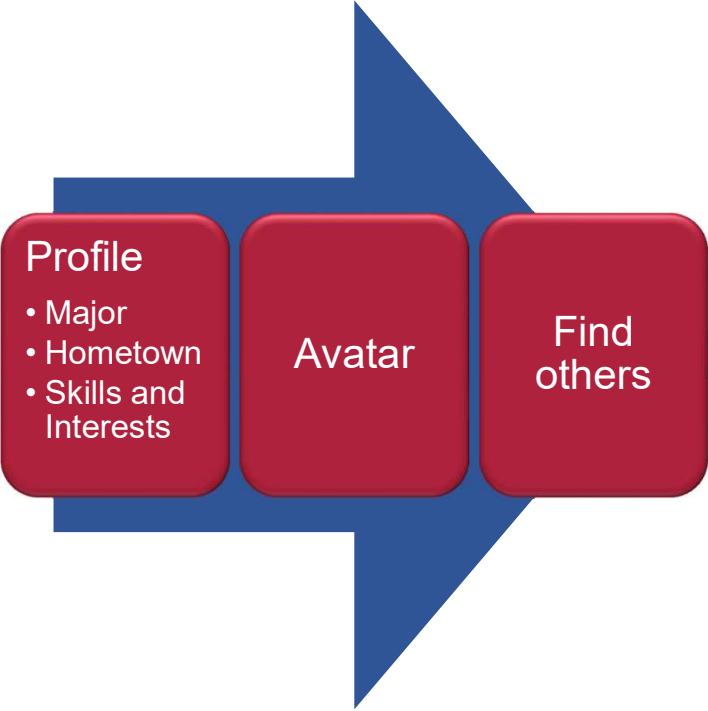
Name	Josie Smith
Major	BBA MIS
Minor	Legal Studies
Hometown	Cherry Hill, NJ
Temple University affiliation	Current student

Who can see this field?

- Everyone
- Only Me
- All Members
- My Friends

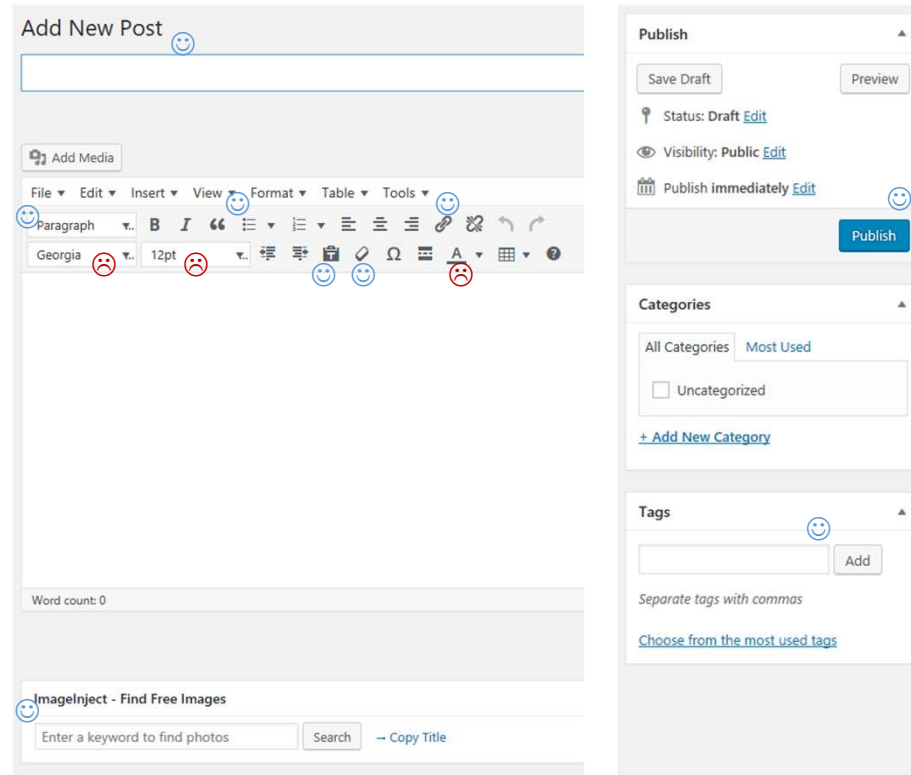
Professional Details

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



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 Fox School of Business, Temple University. The portfolio is designed with a dark red header and a white background. The header includes the Fox School of Business logo and navigation links for ABOUT ME, AIS, COURSEWORK, EDUCATION, EXPERIENCE, IT PROJECTS, and RESUME. The main content area features a professional picture of Matthew Oberst, a profile section with his name, major, and graduation date, and a 'Connect with Me' section with social media icons. Below this is a 'Professional Achievements' section with expandable boxes for 'WORK EXPERIENCE' and 'LEADERSHIP'. The 'About Me' section includes a thank you message and a bio paragraph.

Fox School of Business
TEMPLE UNIVERSITY

ABOUT ME AIS COURSEWORK EDUCATION EXPERIENCE IT PROJECTS RESUME

Matthew Oberst
Major: BBA MIS
Graduation: January 2018

FOX MIS Student

Connect with Me

Official Professional Achievement badge awarded by the Department of Management Information Systems
Click here to validate the recipient

Professional Achievements

WORK EXPERIENCE +

LEADERSHIP +

About Me

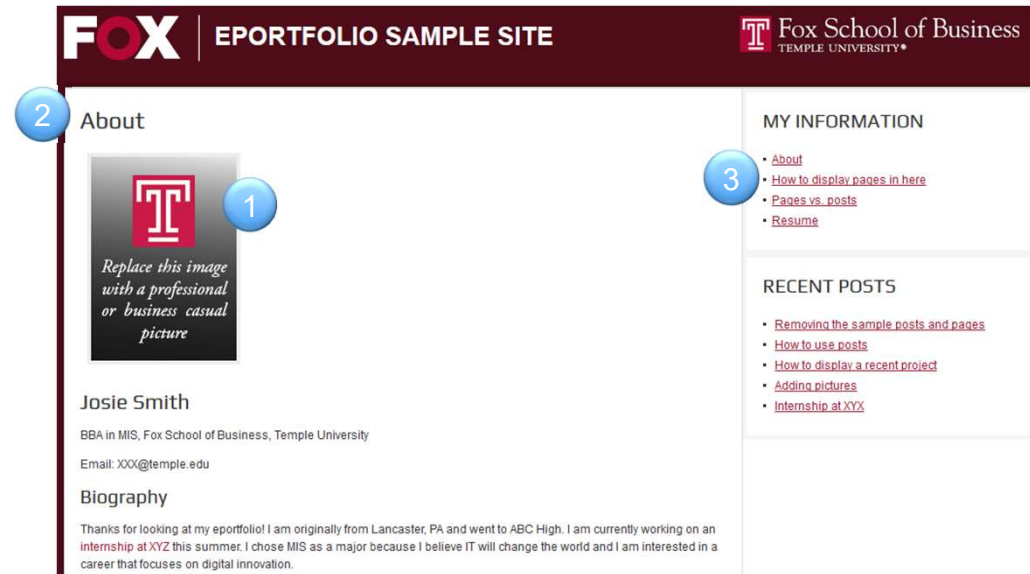
Thank you for visiting my ePortfolio!

I am a senior majoring in Management Information Systems (MIS) at the Fox School of Business. I am heavily involved in the Fox-MIS community, previously serving as Director of Communications, Director of Professional Development, and Vice President of the Temple University chapter of the Association for Information Systems (AIS). I also worked as an undergraduate research assistant for the Global Center for Big Data in Mobile Analytics within the Fox School of Business.

Before coming to Temple, I grew up in Warrington, Pennsylvania, graduating from Central Bucks South High School in May 2014. I have been interested in emerging technology since I was a child, and MIS has provided me an outlet for my IT-fix.

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



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

All Groups 49 My Groups 11 Create a Group

Order By:
Most Members

Viewing 1 - 20 of 49 groups 1 2 3 →

 Temple MIS
24 days ago
A group dedicated to fellow students majoring in MIS
Public Group / 41 members
Join Group

 Nonprofit Organizations
18 days ago
This is a group for students who aspire to work within or
Public Group / 35 members
Join Group

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

More to Come

Prepare with Readings & Videos before our next class!!!