



MIM530: TECHNOLOGY MANAGEMENT IN THE GLOBAL ECONOMY

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course encompasses the process of managing technology within the global business environment. Topics covered include voice, video, and data applications, as well as the roles of these tools in financial and competitive positioning for global market expansion. Students also learn to analyze future trends in technology and their effects on an organization.

Course Overview:

This course presents an overview of managing technology in a global economy. You will examine infrastructure needs of organizations, consider information protection and privacy, examine relationships between technology and economic growth, analyze the effect trends in technology advancement have on organizations, and evaluate the role of foreign government in technology.

To be successful in this course, you will read articles and the required textbook, complete strategic problems (found in Modules 2 through 6), complete a final Portfolio Project, and study the supplemental material found in each module's lecture notes. The lecture notes contain specific "Check Your Understanding" activities to enhance your learning of the concepts presented, as well.

Course Learning Outcomes:

1. Evaluate the infrastructure needs of companies seeking to invest in a state-of-the-art technology-based system.
2. Evaluate the processes of technology transfer and security factors to protect information.
3. Identify relationships between technology and economic growth.
4. Analyze the balance between technology budgets and demand for enhanced technology services.
5. Interpret the competitive advantages offered by technology and technology-based systems.
6. Evaluate future trends in technology advancement and the effects they have on organizations.
7. Evaluate the role of foreign governments in nationally owned telecommunications services, particularly related to the support of business and government technologies.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Baltzan, P. (2017). *Business driven technology* (7th ed.). New York, NY: McGraw-Hill. ISBN-13: 9781259567322

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Chapters 1 & 7 in *Business Driven Technology*
- Business intelligence: Better use of data to make smart business decisions. (2017). *Customer Relationship Management*, 21(12), 8.

Discussion (25 points)

Module 2

Readings

- Chapters 2, 3, & 4 in *Business Driven Technology*
- Hakim, A., Gheitasi, M., & Soltani, F. (2016). Fuzzy model on selecting processes in business process reengineering. *Business Process Management Journal*, 22(6), 1118-1138.
- Liao, S-H., Hu, D-C., & Ding, L-W. (2017). Assessing the influence of supply chain collaboration value innovation, supply chain capability and competitive advantage in Taiwan's networking communication industry. *International Journal of Production Economics*, 191, 143-153.

Discussion (25 points)

Critical Thinking (75 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

Option #1: Strategy and the Internet

Read the HBR article “The Battle of the Smart Glasses” by Michael Porter and James Heppelmann.

Write a 4- to 6-page paper, applying formatting conventions as outlined in the CSU-Global Guide to Writing & APA that focuses on the importance of technology on business strategy. Include how technology sustains and secures the infrastructure, as well as an evaluation of the infrastructure, data, and proprietary information. This is not an opinion paper but a business report with evidence to support statements. Include a minimum of four outside sources to support your critical thinking efforts.

Answer the following questions in your report/assignment:

- What can be extrapolated to today's competitive environment from this article?
- What has become obsolete about the internet and strategy as businesses have become more immersed in e-commerce?
- What technologies are needed to secure an organization's infrastructure, data or proprietary information?
- Describe your method for research and idea development for this assignment; how has this process changed from five years ago?

Your paper must meet the following requirements:

- 4 to 6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 2 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing and APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 2 Folder** for more information on expectations for this assignment.

Option #2: Augmented Reality

Read “Why Every Organization Needs an Augmented Reality Strategy” by Michael Porter and James Heppelmann.

Porter and Heppelmann authored a research study on Augmented Reality (AR), a set of technologies that superimposes digital data and images on the physical world and promises to close this gap and release untapped and uniquely human capabilities.

Answer the following questions within your paper and support your responses:

List and discuss the main points.

- What is your understanding of AR? What are the pros and cons of AR use in organizations, considering security factors that may exist?
- What are the potential impacts of AR on organizations and economy in general?
- How is AR making advances in consumer markets and impacting human performance?
- Identify a current AR used in an organization or product and identify its potential for increasing competitive advantage.
- What are future trends and technology advancements of AR and the effect these could have on an organization in general?
- Describe your method for research and idea development for this assignment; how has this process changed from five years ago?

Your paper must meet the following requirements:

- 4 to 6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 2 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 2 Folder** for more information on expectations for this assignment.

Module 3

Readings

- Chapters 5, 9, & 13 in *Business Driven Technology*
- Sorin-George, T., & Catalin, G. (2017). The world's most innovative companies in the period 2015-2016. *Ovidius University Annals: Economic Sciences Series* (1), 69-73. Retrieved from <http://stec.univ-ovidius.ro/html/anale/ENG/2017/Section-I/13.pdf>
- Vaganay, A. (2016). Outcome reporting bias in government-sponsored policy evaluations: A qualitative content analysis of 13 studies. *Plos ONE*, 11(9), 1-21. doi:10.1371/journal.pone.0163702
- VanderMey, A. (2015). The 12 disruptive tech trends you need to know. *Fortune*. Retrieved from <http://fortune.com/2015/07/22/mckinsey-disruptive/>

Discussion (25 points)

Critical Thinking (75 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

Option #1: Innovation and Government

Write a 4- to 6-page paper, applying formatting conventions as outlined in the CSU-Global Guide to Writing & APA that focuses on the importance of government intervention in some global organizational operations. Include how governments can impose laws and regulations, as well as evaluating the role of governments in supporting technology. This is not an opinion paper but a business report with evidence to support statements. Include a minimum of four outside sources to support your critical thinking efforts.

Answer the following questions in completing your assignment:

- What infrastructures are needed for companies seeking to invest in new technologies?
- Evaluate the security measures required to protect information in newly targeted countries.
- Analyze the relationship between new technologies entering the market and their potential competitive advantage which could negatively affect competing organizations locally.
- What is the role of foreign governments in supporting businesses and technologies?

Your paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 3 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 3 Folder** for more information on expectations for this assignment.

Option #2: Case Study

Read the following article:

Bughin, J., Chui, M., & Manyika, J. (2013, May). 10 IT-enabled business trends for the decade ahead. *McKinsey Quarterly*. Retrieved from <https://www.mckinsey.com/industries/high-tech/our-insights/ten-it-enabled-business-trends-for-the-decade-ahead>

Then answer the following questions:

- What are the infrastructure needs of companies seeking to invest in a state-of-the-art technology-based system?
- Describe the process of technology transfer and security measures to protect information.
- Identify relationships between technology and economic growth.
- Analyze the balance between technology budgets and demand for enhanced technology services.
- Evaluate future trends in technology advancement and the effect they will have on organizations.
- Evaluate the role of foreign governments in nationally owned telecommunications services, particularly related to the support of business and government technologies.

Your paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 3 and at least four scholarly journal articles (Make sure at least one source is from a peer reviewed journal) The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 3 Folder** for more information on expectations for this assignment.

Module 4

Readings

- Chapter 6 in *Business Driven Technology*
- B6, Information Security in *Business Driven Technology*
- B7, Ethics in *Business Driven Technology*
- Brusoni, S., & Vaccaro, A. (2017). Ethics, technology and organizational information. *J Bus Ethics*, 143: 223. Retrieved from <https://link.springer.com/content/pdf/10.1007%2Fs10551-016-3061-6.pdf>
- Wadhwa, V. (2014, April 15). Laws and ethics can't keep pace with technology. *Technology Review*. Retrieved from <http://www.technologyreview.com/view/526401/laws-and-ethics-cant-keep-pace-with-technology/>

Discussion (25 points)

Critical Thinking (75 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

Option #1: Invading Your Privacy

Can your employer invade your privacy through monitoring technologies? Numerous lawsuits have been filed by employees who believed their employer was wrong to invade their privacy with monitoring technologies. Below are a few cases highlighting lawsuits over employee privacy and employer rights to monitor actions, such as communication:

Smyth versus Pillsbury Company

- http://www.internetlibrary.com/cases/lib_case129.cfm
- https://cyber.law.harvard.edu/privacy/smyth_v_pillsbury.htm
- http://highered.mheducation.com/sites/dl/free/0072933992/336426/ch51_Smyth_vs_Pillsbury.html

Bourke versus Nissan Motor Corporation

- http://www.internetlibrary.com/cases/lib_case124.cfm
- http://www.louandy.com/CASES/Bourke_v_Nissan.html

McLaren versus Microsoft Corporation

- http://www.internetlibrary.com/cases/lib_case127.cfm
- https://cyber.law.harvard.edu/privacy/McLaren_v_Microsoft.htm

Pick one of the preceding cases, and create an argument on behalf of the employee or the employer, for or against the use of monitoring technology.

- Include an evaluation of how technology sustains and secures the infrastructure of the organization.
- Evaluate the infrastructure, data and proprietary information.
- Depending on your analysis and position, what strategies do you recommend supporting corporate social responsibility within a global environment?
- Given the wide range of diversity of perspectives across the globe on CSR, ethical behavior, and even privacy, how would you enforce your recommended policies to support your CSR strategy?

Your paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 4 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!

- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clear and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 4 Folder** for more information on expectations for this assignment.

Option #2: Snowden

Watch the movie *Snowden* from an analytical and application-based perspective focused on this week's learning outcomes. The movie is available from any movie rental outlet, including online options.

Movie Name: *Snowden*

Original release date: September 16, 2016

Rating: R

Genre: Biography

Director: Oliver Stone

Running time: 134 mins

Watch the movie and then answer the following questions:

- Should your government invade your privacy through monitoring technologies?
- What laws, if any, were violated through the actions of the government?
- Give supporting evidence of any law or regulation violations.
- How would you justify the actions of the government from an ethical perspective?
- What global IT strategies and technologies were used?
- What are your personal reflections regarding the conduct of Snowden, the government, and the way technology was used in the movie in general?

Your paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 4 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 4 Folder** for more information on expectations for this assignment.

Module 5

Readings

- Chapters 8 & 14 in *Business Driven Technology*
- B11, Global Information Systems in *Business Driven Technology*
- Formby, S. K., & Crandall, R. E. (2015). Is mass customization nearing its tipping point? *Industrial Engineer: IE*, 47(6), 26.

- Griffiths, J. (2015). Cybercrime costs the average U.S. firm \$15 million a year. *CNN*, 8. Retrieved from <http://money.cnn.com/2015/10/08/technology/cybercrime-cost-business/>
- Santos-Olmo, A., Sanchez, L. E., Caballero, I., Camacho, S., & Fernandez-Medina, E. (2016). The importance of the security culture in SMEs as regards the correct management of the security of their assets [dagger]. *Future Internet*, 8(3), 30.

Discussion (25 points)

Critical Thinking (100 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

Option #1: Global Cyber Warfare

Evidence shows that the Russians engaged in cyber warfare to meddle in the 2016 U.S. presidential election. Conduct a search for articles pertaining to the specific technology used by the Russians to impact the candidates. You might use any of the articles below:

- Tech companies find more signs of Russian activity in U.S. election
- Russian Cyber Hacks on U.S. Electoral System Far Wider Than Previously Known
- Election Hackers Altered Voter Rolls, Stole Private Data, Officials Say

Answer the following questions:

- Why would foreign governments resort to data mining tools to gain intelligence?
- What is the difference between international business intelligence and data warehouse and how can each be used to benefit the intruder of the party seeking to gather information?
- What types of United States databases, besides the telephonic database, would international terrorists want to hack for data mining purposes?
- What can the United States government do to ensure its databases are safe from international terrorists?
- What can individuals do to protect their computers from international hackers?
- Based on the evolution of technology, identify at least one source you can use to track innovative communication techniques and technology to assist in researching and disseminating information.

Each paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 5 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 5 Folder** for more information on expectations for this assignment.

Option #2: Mining the Data Warehouse

According to the 2015 *CIO Magazine* Tech Poll article, “Tech Priorities,” most IT leaders anticipate an increase in IT budgets in the coming years. In addition, business intelligence software and data-mining tools were at the top of *CIO*’s technology spending list.

In your paper, address the following topics and questions:

- Choose a company that uses data utilizing data warehousing and data-mining tools, then discuss how they apply these techniques to gain valuable business intelligence.
- What are the advantages to using business intelligence software and data-mining tools?
- What are the disadvantages to using business intelligence software and data-mining tools?
- Describe how the company uses business intelligence to gain a competitive advantage.
- What is the relevancy of sustaining and securing an infrastructure that protects proprietary information and how does this selected company act to protect proprietary information? Do you have any recommendations to improve their infrastructure, data or proprietary information?
- Based on the evolution of technology, identify at least one source you can use to track innovative communication techniques and technology to assist in researching and disseminating information.

Your paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 5 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric in the **Module 5 Folder** for more information on expectations for this assignment.

Portfolio Milestone (25 points)

Portfolio Outline & Reference List – Required for both Options #1 and #2

Submit an outline of your Portfolio Project. Review the requirements of the project in the Module 8 folder. The outline should reflect the topic you chose, and cover all the required elements of the assignment. Submit your outline by the end of Week 5.

Include with your outline a draft of your proposed sources, listed in correct APA format. Your list should include at least five sources you anticipate using as part of your final project. Remember, you must cite at least eight sources in the final project, so this list is just a portion of the final requirement.

Module 6

Readings

- Chapter 15 in *Business Driven Technology*
- Edelman, D. C., & Singer, M. (2015). Competing on customer journeys. *Harvard Business Review*, 93(11), 88-100.
- Meiklejohn, S., Pomarole, M., Jordan, G., Levchenko, K., McCoy, D., Voelker, G. M., & Savage, S. (2016). A fistful of Bitcoins: Characterizing payments among men with no names. *Communications of the ACM*, 59(4), 86-93. doi:10.1145/2896384

Discussion (25 points)

Critical Thinking (75 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking Assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

Option #1: The Competitive Nature of Websites

Compare websites of two retailers that are in the same business (as an example jcrew.com vs. abercrombie.com, or amazon.com vs. bn.com).

Search for a list of "do's and don'ts" of website design to compare the two retailing sites you have chosen. Here are some examples:

- eFuse – The Friendly Place to Learn How to Build a Better Website
- 20 Do's and Don'ts of Effective Web Design
- The Dos and Don'ts of Web Site Design: Part 1
- 18 Dos and Don'ts Of Usability On The Web

Add any other criteria you like to your evaluation.

Review the range of information resources and services used in the sites and the manner in which they are organized, designed, and presented. Refer to at least four sources in composing your paper.

Write a paper about how well the sites support the activities of international e-business. After analyzing the sites, compare the strengths and weaknesses of the two sites. Draw a conclusion about which e-business does the best job of attracting customers to the website and retaining them once they get there. What are your recommendations for future technology updates for these sites?

Also, comment on how well you think each site does the following:

- Offers a fast and convenient shopping experience
- Provides access to support or additional information
- Selects desirable products, displays them, and describes them in an attractive and easy-to-understand manner
- Describes methods for delivering purchases to customers promptly
- Consider the use of online ads, affiliate programs, viral marketing, and email marketing; are these methods valuable and are there better choices?
- If you were the team leader assigned the responsibility of completing this analysis, identify the educational backgrounds you would seek in forming your team of five people. You might want to consider what additional knowledge or subject matter would improve your team's ability to fully assess these websites.

Your paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 6 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the **Module 6 Folder** for more information on expectations for this assignment.

Option #2: Web 3.0: Defining the Future of Online Business Opportunities

Web 1.0 refers to static, text-based information websites and Web 2.0 is about user contributed content, but Web 3.0 is based on “intelligent” web applications using natural language processing, machine-based learning and reasoning, and intelligent applications.

Write a 4- to 6-page paper about the Web 2.0 and 3.0. Include a minimum of four outside sources to support your critical thinking efforts.

Include the following topics in your assignment:

- Describe Web 2.0 and 3.0 and the next generation of online business.
- Choose a company that you believe is utilizing Web 3.0 or later web versions and explain your choice.
- How does the web-based business support the activities of global e-business?
- What challenges might a later web-based user Web 3.0 company face that an adopter of an earlier web-based version company not face? (For example, using Web 3.0 upgrade, while Web 2.0 could have had more benefits or fewer problems.)
- Identify actions a company can take to prepare to meet these issues of web upgrades.
- If you were the team leader assigned the responsibility of completing this assignment, identify the educational backgrounds you would seek in forming your team of five people. You might want to consider what additional knowledge or subject matter would improve your team’s ability to fully complete this report.

Each paper must meet the following requirements:

- 4-6 pages in length, not including the cover page and reference page.
- Support your answers with the readings from Module 6 and at least four scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library’s homepage.

Refer to the Critical Thinking Rubric in the **Module 6 Folder** for more information on expectations for this assignment.

Module 7

Readings

- Chapter 16 in *Business Driven Technology*
- Global connected car market analysis and trends-connectivity technology (wi-fi, 3G, 2G, Bluetooth, HSPA+), products & service (OEM services, sensors, wireless and cellular modules), connectivity form factor- forecast to 2025. (2016, November 29). *PR Newswire*.
- Shuja, J., Ahmad, R., Gani, W., Abdalla Ahmed, A., Siddiqa, A., Nisar, I., & Zomaya, K. (2017). Greening emerging IT technologies: Techniques and practices. *Journal of Internet Services and Applications*, 8(1), 1-11. Retrieved from <https://jisajournal.springeropen.com/articles/10.1186/s13174-017-0060-5>

Discussion (25 points)

Career Development Criteria Assignment: Networking (50 points)

This assignment is related to the *Networking* Career Development Criteria associated with this course. There is only one option; please complete the assignment and submit it by the due date in Week 7. Be in touch with your instructor if you have any questions.

Networking is a vital part of any successful job search. This assignment walks you through some productive networking resources and activities. By now, you are creating a foundation for your successful job search. You have evaluated your strengths and weaknesses against the requirements needed to succeed in your profession. Now you will take what you have learned and actively join and participate in your professional network.

To complete this assignment, begin with resources in the Student Career Center, and then explore other online networking resources, such as LinkedIn, to establish yourself as an active member of your professional network.

Assignment Preparation/Activities

Go to the [CSU-Global Career Center](#) and review the following content:

- [Effective Job Search Strategies](#): Tools to Assist in the Job Search, Networking in the Student Career Center
- [Networking resources](#)
- [Career Coaching](#) in the Student Career Center

Use the internet and your work on previous career assignments to research professional organizations in your network. Reach out to a professional mentor or career coach. Note that CSU-Global provides all students a free 50-minute session with a professional career coach.

Join LinkedIn and, using all the information you have been gathering in your Career Portfolio, build your LinkedIn profile. For this assignment, make sure your profile is 90% complete. You will submit a screenshot of your profile as an addendum to this week's assignment. For additional information, see these [LinkedIn resources](#).

Assignment Requirements

Develop a well-written 2- to 3-page paper that includes:

- A description of the role that networking can play in your professional life.
- A summary of your "professional brand," including how you can keep your professional brand consistent across social and professional platforms.
- A description of two professional organizations (in your degree field) that you would like to join or have already joined. What are the benefits of becoming a member of these organizations?
- Discuss the steps you have taken or will take to develop a professional connection with a mentor or a career coach.
- In addition to your paper, include a screen shot of your 90% complete LinkedIn profile.

Always follow the guidelines set forth in CSU-Global Guide to Writing & APA, and review the library material concerning APA style before turning in this assignment.

Module 8

Readings

- Chapters 12, 17, & 19 in *Business Driven Technology*
- Gold, O. (2017). Insourcing vs outsourcing: Choosing the right strategy. *Pharmaceutical Technology Europe*, S4-S5.

- Kawa, L. (2015, September 28). The three major trends that shaped the global economy for decades are about to change. *Bloomberg*. Retrieved from <http://www.bloomberg.com/news/articles/2015-09-28/the-three-major-trends-that-shaped-the-global-economy-for-decades-are-about-to-change>

Discussion (25 points)

Portfolio Project (325 points)

Choose one of the following two projects to complete this week. Do *not* complete both projects. Identify your choice in the title of your submission. Note that while there are two options for the Portfolio Project, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements. The outline and reference list due in Week 5 is applicable to either project and is a required part of both options.

Option #1: Business Consultant Case Study Report

For your final Portfolio Project in this class, create a report based on any case from the textbook *Business Driven Technology*.

From the perspective of a consultant working for a U.S. firm looking to expand operations internationally, you are tasked with two responsibilities:

- Provide a factual analysis of the problem faced by your selected company in expanding its business into your chosen country.
- Provide realistic options for actions that your selected company could take in this expansion initiative.

Write a report of your final project findings. Your report should also contain the following components:

- A description of the current business environment for the country you selected in the international expansion initiative.
- The technological problem and/or opportunity identified, depending upon which case you selected.
- The technological solution and justification for why you chose that solution.
- An evaluation of the technological solution and how the solution is effective in solving the business problem or leveraging the opportunity. Include how the technological solution will improve globalization opportunities for the company.
- The political factors, if any, which may present a challenge or obstacle for your business expansions.

Your paper must meet the following requirements:

- Be 8-10 pages in length, not including the cover page and reference page.
- Support your answers with readings from Modules 1-8 and at least eight scholarly journal articles (at least five of which are peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing, visit the Writing Center located the CSU-Global Library, accessible from the Library's homepage.

Your final project is due on the last day of the course. No late Portfolio Projects are accepted past the last day of class; refer to the CSU-Global late policy for more information.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

Option #2: Business Consultant Case Study Report

For your final Portfolio Project in this class, create a report based on any case from the textbook *Business Driven Technology*.

Assume you are a consultant working for an international firm looking to expand operations in the United States. Your contractual responsibility includes the following two tasks:

- Provide a factual analysis of the problem faced by your selected company in expanding its business into the United States.
- Provide realistic options for actions for the organization.

Your report should also contain the following components:

- A description of the current business environment in the United States.
- The technological problem/and or opportunity, depending upon which case you have chosen.
- The technological solution and justification for that solution.
- An evaluation of the technological solution and how the solution will be effective in solving the business problem or leveraging the opportunity. Include how the technological solution will improve globalization opportunities for the company.
- The benefits or obstacles presented by the government for international firms seeking to expand their business in the United States.

Your paper must meet the following requirements:

- Be 8-10 pages in length, not including the cover page and reference page.
- Support your answers with readings from Modules 1-8 and at least eight scholarly journal articles (at least five of which are peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Follow the CSU-Global Guide to Writing & APA. Each paper should include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
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Your final project is due on the last day of the course. No late Portfolio Projects will be accepted past the last day of class; refer to the CSU-Global late policy for more information.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

COURSE POLICIES

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

20% Discussion Participation
45% Critical Thinking Assignments
35% Final Portfolio Project

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.