



**CALL FOR SUBMISSIONS: INSTRUCTIONAL TOOLS & MODULES
NINETEENTH WORKSHOP ON INFORMATION TECHNOLOGIES AND SYSTEMS (WITS'09)
DECEMBER 14–15, 2009, Phoenix, Arizona - USA
<http://www.indiana.edu/~wits2009/>**

INTRODUCTION

Instructors teaching Information Technology (IT) in a business curriculum face significant challenges in organizing and developing instructional materials that effectively integrate technology concepts with business issues and problems. Often, instructional approaches tend to align themselves at extreme ends of the technology-business spectrum. At one extreme, the technological skills are given the main focus with limited emphasis on understanding the solution from the business contexts and requirements. At the other end, pedagogical materials are developed primarily with a business focus with little attention to understanding the key IT enablers and their potential to impact business solutions. Both approaches – lack of adequate and appropriate business contexts or the treatment of technology as a black box – lead to less than ideal learning outcomes for the business students.

The objective of the technology instruction competition is to bring together well-developed ideas, which can assist the MIS community at large, in their quest to improve the business orientation of their IT curricula. We solicit submissions of instructional modules that would demonstrate innovative integrations of technology and business in graduate or undergraduate courses.

REQUIREMENTS

The instruction modules should adhere to the following requirements:

- Entire exercise should be deliverable in 60 to 90 minutes.
- Clearly define the learning objectives of the exercise. The learning objectives could be:
 - Technically focused (e.g., using threading in object-oriented programming, triggers in databases)
 - Analysis/design focused (e.g., requirements analysis for database design, security policy design, systems development)
 - Business problem-solving focused (e.g., insurance policy pricing for data security, data mining in financial analytics)
- List the target audience (undergraduate/graduate) and pre-requisite knowledge for undertaking the exercises, both business fundamentals as well as technical proficiency. Examples include:
 - Students should be familiar with basic concepts of supply chain and have working knowledge of SQL.
 - Students should be intimately familiar with statistics, specifically ANOVA.
- Present a well-defined business problem which provides the context as well as the requirements for the IT-driven solution. The business problem can be identified from existing practices (e.g., remote data/call center management, outsourcing/off-shoring of services, system integration problems), available case studies (e.g. HBSP, Ivey) or mini-cases available from several sources (e.g. CIO.com, textbooks). The domain(s) of the business problem should be clearly identified using one or more standard keywords such as supply-chain, e-commerce, business intelligence, information security.
- Contain a hands-on IT skills component, which is to be undertaken by the student either individually or in a collaborative environment. The requisite IT component(s) should be clearly defined. These requirements could be a combination of:
 - Specific technology platforms such as MS Access and Excel, Visual Basic .Net or Oracle 10g, WebSphere or SAP
 - Generic technological requirements such as Object-oriented programming language, Database, Open platform which allows for inducting decision tree using C4.5 or equivalent algorithm
- A “Teaching Note” with a suggested process outline for lessons delivery for the instructor adopting the case for in-class instruction. The teaching note should also clearly separate what portions (if any) need to be completed before class and after the class.

A sample set of IS/IT domains for development of cases/instruction tutorials that is not exclusive is:

- Spreadsheet applications
- Requirements analysis
- Database design and development
- Database applications
- Programming
- Business Intelligence/Data Mining
- Network Analysis and Design
- Network Security
- Information Assurance
- IT Infrastructure planning and administration
- IT resource optimization in different contexts

SUBMISSION INSTRUCTIONS

The submission should be made in a single word/PDF file and contain all of the above information. Submissions must be emailed to Faiz Currim (faiz-currim@uiowa.edu).

IMPORTANT DATES

Deadline for prototype demo, industry best-of-breed and innovative technology instruction: October 9, 2009
Notification of acceptance:..... October 16, 2009
Camera-ready copy due: October 27, 2009

WORKSHOP & PROGRAM CO-CHAIRS

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