Syllabus
INFM 340 Innovation Technology
Fall 2019
School of Business, College of Charleston

Section 1, MW 2:00 PM – 3:15 PM, Beatty 120, CRN 13899

Professor: Christopher W. Starr, PhD
Office: Beatty 112

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Office Hours: MW 10 AM – 10:45 AM, MW 12 PM – 1 PM
Other times by appointment >= 1 day
Contact Information: starrc@cofc.edu Email subject line starts with “INFM 340”
Office Phone: 843 953-8150

Course time: MW 2:00 PM to 3:15 PM
Course location: Beatty 120, 5 Liberty St
Method of Teaching/Learning: Lecture, classroom-based

Course Description
Students learn fundamental information management concepts, processes and tools that drive business
innovations associated with product and service solutions. Specifically, students will be introduced to
solution design, prototyping, solution development and deployment, communication, and analytics used
in startup and growth companies.

Prerequisite: Math 250 or DSCI 232 or permission of instructor.

Learning Objectives
1. To apply the concepts of process creation, process composition and process
   orchestration.
2. To apply the concepts of information flow and process flow in business
   solution modeling.
3. To comprehend distributed computing systems with emphasis on client-server
   systems.
4. To synthesize business solutions as a product and as a service using a visual
   language and with supporting software tools.
5. To understand how information system data are captured, stored and
   processed, including user-interaction and social network data.
6. To apply an agile methodology for iterative project development, such as
   Scrum.

School of Business learning goals for this course
COMMUNICATION SKILLS: Students demonstrate the ability, via both written and spoken word, to
effectively present, critique, and defend ideas in a cogent, persuasive manner.
Accomplished by: creating mobile solutions. Coding is precise communication to machines.
Assessed by four mobile solution assignments

**QUANTITATIVE FLUENCY:** Students demonstrate competency in logical reasoning and data analysis skills.
Accomplished by: The application of planning for AB Testing
Assessed by: AB testing results using tools such as Usabilityhub or similar SaaS tool

**GLOBAL AND CIVIC RESPONSIBILITY:** Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.
Accomplished by: the study of global scaling using the cloud
Assessed by: Implementation of a globally scalable business solution

**INTELLECTUAL INNOVATION AND CREATIVITY:** Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.
Accomplished by: The act of creation of a business solution to a student identified problem.
Assessed by: The individual and team software developed, including the landing page and design theme.

**SYNTHESIS:** Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.
Accomplished by: The engagement in creative solution design
Assessed by: the minimum viable product developed by the team

**Required Textbooks**
Additional Resources: https://www.hello-startup.net

App Inventor 2: Create Your Own Android Apps, 2nd Edition
David Wolber, Hal Abelson, Ellen Spertus, Liz Looney

**Recommended books**
Peter Thiel (2014), Zero to One. Notes on Startups, or How to Build the Future, Crown Publishing,
ISBN 978-0-8041-34929-8

Jeff Sutherland (2014), Scrum: The Art of Doing Twice the Work in Half the Time, Crown Publishing,
ISBN 978-0-385-34645-0


**Technologies Needed**
1. A computer (Windows, Linux or Mac). Bring your own or use one in the library.
2. An Android phone or iPhone would be nice to demo your software. (strongly encouraged)
3. An Internet connection for access to people and information. WiFi available most places.
Cloud Services Used
1. OAKS
2. Slack.com
3. Others as assigned

Graded Work by individual students (48 points total)
One Tiny Mobile App from Scratch (4 points for each development phase; 16 points total)
For an idea of your choosing, you will create a one-screen, mobile application. The four parts of this project are 1) Description of the app, 2) Wireframe of the UI, 3) Prototype of the UI/UX, 4) MVP.

Four Mobile Applications from the text (4 points each; 16 points total)
Each student will implement four mobile applications. Normally students will use AI2 as the language, but Java is also acceptable for Android apps and Swift for iPhone application development. Why learn to code? https://www.youtube.com/watch?v=imV3pP1Uy1k

8 Chapter Reflections (2 points each; 16 points total)
Read and submit your reflection for each chapters 1-4 and 9-12 from Hello, Startup. Use the Form link provided on Slack.

Amazing Opportunities (extra credit up to 15 additional points)
+5 points for using a journal all semester for your ideas, notes, and reflections
+5 points for participating in Startup Weekend Charleston by Techstars™
+5 points for one of your apps on the Google Play Store
+5 points for each book read from the recommended reading list
+1 point for the number of additional mobile apps developed after the first four apps
+1 point for each for attending 1 Million Cups or Startup Grind or similar meetups

Report extra credit report (with evidence) through a Slack direct message to the instructor as soon as it is earned.

No extra credit can be accepted after November 30, 2019.

Graded Work by teams (50 points total) Each of these assignments are delivered in dropboxes on Oaks. Updates are also welcomed as they occur after the due date for each deliverable.

Weekly Scrum Backlogs on team’s Slack channel (10 points)
Product Platform and Backend Architecture (5 points)
Wireframe (5 points)
Minimum Feature Set (5 points)
Prototype (5 points)
Domain name (5 points)
Landing Page (5 points)
Customer Factory Model (5 points)
MVP (5 points)

Late work policy
Individual and team work will be accepted after the due date, but do expect a severe late penalty.

Final Numeric Grade Calculation
The total possible point count is 98, excluding extra credit. The total possible extra credit point count is 15.

Final grade based on a 98 point scale =
Points for Individual work + points for teamwork + extra-credit points

**Grading Letter Scale** (The final grade based on final numeric grade as a **percentage**, i.e., numeric grade normalized to 100)

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Points</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>≥94</td>
<td>A</td>
<td>73-75.99</td>
<td>C</td>
</tr>
<tr>
<td>90-93.99</td>
<td>A-</td>
<td>70-72.99</td>
<td>C-</td>
</tr>
<tr>
<td>86-89.99</td>
<td>B+</td>
<td>66-69.99</td>
<td>D+</td>
</tr>
<tr>
<td>83-85.99</td>
<td>B</td>
<td>63-65.99</td>
<td>D</td>
</tr>
<tr>
<td>80-82.99</td>
<td>B-</td>
<td>60-62.99</td>
<td>D-</td>
</tr>
<tr>
<td>76-79.99</td>
<td>C+</td>
<td>&lt;60</td>
<td>F</td>
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</tbody>
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**Course Policies**

**Attendance**
Entrepreneurs show up. Enough said? Of course we attend class, unless we’re sick or at a conference, workshop, meetup or mentor meeting that happened to coincide with class time.

All excused absences must be documented in writing (digitally or physically). Excused absences include the following categories.

- Academic program participation
- Intercollegiate academic team competition
- Intercollegiate athletic team competition
- Job interview
- Medical sickness
- Plane flight delays to Charleston

Accommodations for excused absences
Rescheduling by Slack private message must be made in advance of a planned absence or promptly following the absence. Missed work must be completed within 7 days (including weekends) of returning from the absence.

Unexcused absences include and are not limited to the following unless otherwise covered by the excused absences list:
- Not on time to class
- Extending an academic holiday, such as MLK day and spring break

Only unexcused absences contribute to the determination of a "WA", which stands for “withdrawn excessive absences” and is equivalent to a failing grade. Four or more absences AND a current course grade less then 80% is the threshold for a “WA”.

Attendance is not a graded portion of the course.
Students are required to submit documentation of their College representation related commitment from the appropriate College authority at least one week prior to the scheduled absence in order to be eligible for reasonable accommodations by the instructor.

Regardless of any accommodation granted, students are responsible for satisfying all academic objectives, requirements, and prerequisites as defined by the instructor and the College.

All students, whether absent or not, are responsible for all information disseminated in the course.

**Use of Oaks**
Grades will be posted on OAKS. It is the student’s responsibility to ensure that all grades entered are correct. If I have made a mistake, the student has **two weeks** from when the assignment/exam was graded to notify the instructor of the mistake. Failure to notify the instructor within this time frame will result in the recorded grade becoming permanent.

**Course Continuity**
If the College of Charleston closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by the instructor. Do not leave your academic materials in Charleston. Take them with you.

In cases of extended periods of institution-wide closure where students have relocated, the instructor will articulate a plan that allows for supplemental academic engagement despite these circumstances. Instructions will be posted on OAKS.

For all anticipated absences by the instructor, classwork will continue online for those class periods. Instructions will be posted on OAKS.

Only in unforeseen circumstances that cannot be avoided and for which preplanning cannot be done, such as the instructor becoming suddenly ill or suffering from an accident will a lecture period ever be cancelled. Cancellations, if they occur, will be posted at the last minute on OAKS.

**Electronics Devices**
The use of electronic devices, both stand-alone and network capable, will play an increasingly important role in teaching and learning at the College of Charleston, including their use in our classrooms. Bring your computing devices to class if you can, particularly your laptop with the charger. Just be smart about reducing unnecessary distractions to you and to others seated around you.

**Academic Integrity**
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.
Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission--is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

**Gender Equity**

The instructor will gladly honor your request to address you by the name, nickname and/or gender pronouns of your choice. Please advise the instructor of this early in the semester via your college-issued email account or during office hours so that I may make the appropriate notation on my class list.

**Disability Accommodation**

The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed. Also, if you have trouble hearing or seeing, please ask the instructor to reserve a seat for you on the front row of the classroom.

**Center for Student Learning**

You are encouraged to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.