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

Professor: Christopher W. Starr, PhD
Office: Beatty 306

Office Hours: MW 9 AM – 10:00 AM
TR 9 AM – 10:00 AM
Other times by appointment >= 1 day

Contact Information: starrc@cofc.edu Subject must include “DSCI 320”
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: 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 comprehend 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


Tools Needed
1. A computer (Windows, Linux or Mac). Bring your own or use one in the library.
2. An Android phone/tablet would be nice to demo your software. (optional)
3. An Internet connection for access to people and information. WiFi available most places.

Graded Work by individual students (56 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=imV3pPlUy1k

Ten Chapter Summaries (2 points each; 24 points total)
Read and submit a summary of 12 chapters from Hello, Startup. Use the Form link provided on Slack.

Amazing Opportunities (extra credit up to 15 additional points)
+1 point for the number of additional mobile apps developed after the first four apps.
+1 point for each for attending Pitch Breakfast, 1 Million Cups or Startup Grind or similar meetup.
+5 points for using a journal all semester for your ideas, notes, and reflections
+5 points for one of your apps on the Google Play Store.
+5 points for each book read from the recommended reading list.
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, 2018.

Graded Work by teams (50 points total)
Weekly Scrum Backlogs on team’s Slack channel (10 points)
Product 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)
All of these assignments are delivered in dropboxes on Oaks.

Final Numeric Grade Calculation
The total possible point count is 106, excluding extra credit.
The total possible extra credit point count is 10.
The total possible penalty point count open-ended, up to a forced withdrawal.

Final grade based on a 106 point scale =
Points for Individual work + points for teamwork + extra-credit points – penalty points

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

iCare
The instructor will gladly honor your request to address you by the name and 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.

Attendance
Entrepreneurs show up. Enough said. And because there may be non-entrepreneurs attending, this is the attendance policy.

All excused absences must be documented in writing (digital or physical). 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 email 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 than 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.

**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

**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.
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.