

# Project Handout<sup>1</sup>

## ***Introduction***

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Congratulations! After three months of intense interviews and several trips to the Software for a Better World (SBW) headquarters in Portland, Oregon, you have been offered your dream job as Technical Account Manager. SBW is the major producer of software for agriculture, aviation, and banking. For several years, SBW has been listed in the Fortune's 500 and lately has appeared in the top ten group.

This job is part of SBW's Upper Management Development Program. Through this program you will spend the first five years of your employment managing SBW's operations around the globe. After five years you will be relocated to Portland, Oregon and will manage the worldwide software development operations.

Following are the description and requirements for the job you have applied and successfully hired last week.

## ***Job Description***

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The Technical Account Manager is responsible for the provision of technical advisory services to SWB Premier Customers. Success in this role is measured in terms of customer satisfaction. This is achieved by developing an understanding of the end-customer's computing needs, building and maintaining strong working relationships, and managing the customers' accounts effectively in terms of support and services delivery and operational issues.

## ***Job Requirements***

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The ideal candidate will have a Bachelors degree in Computer Systems Technology and 3 years of demonstrated corporate MIS experience or an equivalent combination of education and experience. Microsoft Operations Framework experience, although not necessary, would be beneficial.

## ***Personal Characteristics***

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The ideal candidate...

- Must be action orientated and results driven.
- Be able to demonstrate a high degree of composure when dealing with difficult people or circumstances or under stress.
- Be able to function with very little direction and supervision.
- Be able to demonstrate a high degree of proficiency in managing systems and process.
- Be able to demonstrate effective problem management and solving skills.
- Must be an effective communicator both verbally and in writing.
- Be able to demonstrate effective negotiation and conflict management skills.
- Must be able to work with and manage a diverse workforce.

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<sup>1</sup> Adapted from Microsoft's Technical Account Manager job description.

## **Technical Competencies**

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The ideal candidate should have working or applied knowledge or skill and be capable of presenting strategy related to product, technology, or service in one or more of the following areas:

- Relational Databases
- Networking Infrastructure
- Intranet/Intranet Architecture
- Development Tools
- Operating Systems
- Messaging Architecture
- Desktop Applications

## **Where to Start**

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1. Review all documents in your group's folder.
2. Read the material provided. Take notes to discuss with your group.
3. As you read the material, discuss with your group, and research the country you have been assigned, think about the following:
  - a. How are you and your new co-workers from culturally diverse backgrounds different? How are you the same?
  - b. What kind of issues would you be faced in your overseas assignment?
  - c. What would you do to prepare?
  - d. How would this be different if the assignment was in Canada?
4. Identify the areas that you need to research.
5. Identify sources (printed, online, etc.) that you will use in the project.
6. Create a plan with due dates and responsibilities for the research portion of your project.
7. Make sure that you keep track of the research process. Basically, you must be able to explain why you are researching what you are researching. This can be accomplished by writing a daily journal or blog.

## **Reading Assignments**

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Aries, N. (2004). Managing diversity: The differing perceptions of managers, line workers, and patients. *Health Care Management Review*, 29, 172-180.

Friedman, T.L. (2005). *The World Is Flat: A Brief History of the Twenty-First Century*. New York, NY: Farrar, Straus and Giroux.

Hansen, J. (2005). Bilingual and multicultural experience helps work back home. *Policy & Practice*, June 2005, 20-21.

Herbsleb, J.D.; & Moitra, D. (2001), Global software development. *IEEE Software*, March/April 2001, 16-20.

## **The Final Product**

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In Groups:

1. Prepare a PowerPoint presentation containing:
  - a. Information about the country you have been assigned, talk about its history, people, culture, customs, etc.
  - b. How does it differ from the US culture, customs, etc.?
  - c. Did you find anything that challenged your way of thinking?
  - d. How would an overseas job assignment help you manage people back in the US?
  - e. A reflection on the whole learning process. Did anything change regarding your perception of diversity and multiculturalism in daily life?
2. Your group will present to the entire class and/or to the campus community.

Individually:

1. Prepare a report containing your self-reflection about the learning process. There are no maximum page limit; however, we are looking for at least two pages, double-spaced.

***What to Turn In***

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1. Your group's folder containing all documentation provided. Add to the folder a copy of:
  - a. your research plan
  - b. your group's journal or blog
  - c. your PowerPoint slides – please print two slides per page
  - d. each individual self-reflection
2. A CD containing the PowerPoint presentation.

***Grading***

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This project worth 100 points and will be graded as a lab project. Lab projects make up 40% of your final grade in this course.

## ***How Does the Project Fit with the CMST Program Outcomes (CMST 103)***

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Graduates of the Computer Systems Technology option will demonstrate:

### **A. Technical Skills and Knowledge.**

1. Knowledge of computer hardware, architecture, and digital logic.
2. Knowledge of operating systems and programming language processing.
3. Knowledge of current computer programming tools, techniques, and languages.
4. Knowledge of current tools and techniques of database systems, Web technology, and computer networking.
5. The ability to build, operate and maintain a simple database system, Internet web site, stand alone application, or local area network.

### **B. Creative Design, Application and Lifelong Learning.**

1. Ability to analyze, design, implement, test, and document stand alone computer programs.
2. Ability to creatively solve problems by analyzing, designing, and implementing simple computer information systems.
3. Ability to follow a project management plan in the development of a computer system.
4. Application of mathematics to computer systems at or above the level of algebra.
5. *A commitment to lifelong learning.*
6. A commitment to quality and continuous improvement.

### **C. Communication.**

1. Write clear and effective technical documents and reports.
2. Verbally communicate technical information to a variety of audiences.

### **D. Professional Behavior in a Diverse World.**

1. *A respect and understanding of diversity in the workplace.*
2. *An ability to work effectively in teams.*

### **E. Professional Development.**

1. *Knowledge of professional ethics and social responsibility.*
2. *Awareness of the impact of technology on society.*

<b>Program Outcome</b>	<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>A4</b>	<b>A5</b>	<b>B1</b>	<b>B2</b>	<b>B3</b>	<b>B4</b>	<b>B5</b>	<b>B6</b>	<b>C1</b>	<b>C2</b>	<b>D1</b>	<b>D2</b>	<b>E1</b>	<b>E2</b>
<b>Rating</b>	1	2	2	2	1	2	2	1	1	2	2	1	1	2	2	1	1

### **Rating Scale:**

- 3: Outcome highly addressed in this course.** Topics are fully introduced, and reinforced throughout the course in lectures, labs, homework assignments, and/or exams to develop an “applications knowledge” of the topic. Extensive activities with data collection, feedback, and improvement.
- 2: Outcome moderately addressed in this course.** Topics are often introduced, developed, and reinforced in several lectures, labs, homework assignments, and/or exams to develop a “working knowledge” of the topic. Limited activities, data collection, feedback, and improvement.
- 1: Outcome slightly addressed in this course.** Topics are occasionally introduced in lectures, labs, homework assignments, and/or exams to develop an “awareness” of the topic. Minimal activities, data collection, feedback, and improvement.
- 0: Outcome not addressed in this course.**

## How Does the Project Fit with the CMST Program Outcomes (CMST 420)

Graduates of the Computer Systems Technology option will demonstrate:

### **A. Technical Skills and Knowledge.**

1. Knowledge of computer hardware, architecture, and digital logic.
2. Knowledge of operating systems and programming language processing.
3. Knowledge of current computer programming tools, techniques, and languages.
4. Knowledge of current tools and techniques of database systems, Web technology, and computer networking.
5. The ability to build, operate and maintain a simple database system, Internet web site, stand alone application, or local area network.

### **B. Creative Design, Application and Lifelong Learning.**

1. Ability to analyze, design, implement, test, and document stand alone computer programs.
2. Ability to creatively solve problems by analyzing, designing, and implementing simple computer information systems.
3. Ability to follow a project management plan in the development of a computer system.
4. Application of mathematics to computer systems at or above the level of algebra.
5. *A commitment to lifelong learning.*
6. A commitment to quality and continuous improvement.

### **C. Communication.**

1. Write clear and effective technical documents and reports.
2. Verbally communicate technical information to a variety of audiences.

### **D. Professional Behavior in a Diverse World.**

1. *A respect and understanding of diversity in the workplace.*
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Program Outcome	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	D1	D2	E1	E2
Rating	2	2	3	3	3	3	2	3	2	2	3	3	2	3	2	3	3	3

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