

Seminar in Information Systems and Applications

ISA 565100 -- Spring 2011

Instructor: Hwann-Tzong Chen

<http://www.cs.nthu.edu.tw/~htchen>

htchen@cs.nthu.edu.tw

740 CS Building

TA: Hsin-Ju Liu

hsinju0827@hotmail.com

General Information

Time: Wednesday 1:30pm-3:00pm

Course webpage:

<http://740-2.cs.nthu.edu.tw/~htchen/isa11s>

Grading

- Presentation: 20%
- Term paper: 20%
- Participation: 60%

Seminar in Information Syst... x

740-2.cs.nthu.edu.tw/~htchen/isa11s/

DATE	SPEAKER	TITLE	MATERIALS
2/23	INSTRUCTOR	OVERVIEW	-
3/2	-	-	-
3/9	GROUPS 1 AND 2	STUDENT PRESENTATIONS	-
3/16	GROUPS 3, 4, AND 5	STUDENT PRESENTATIONS	-
3/23	TSMC	-	-
3/30	PROF. CY HUANG	-	-
4/6	NO SEMINAR	SPRING BREAK	-
4/13	<u>PROF. JYI-SHANE LIU</u> DEPARTMENT OF COMPUTER SCIENCE NATIONAL CHENGCHI UNIVERSITY	-	-
4/20	-	-	-
4/27	PROF. KAO, NTU	-	-
5/4	-	-	-
5/11	PROF. CY HUANG	-	-
5/18	-	-	-
5/25	-	-	-
6/1	-	-	-
6/8	-	-	-
6/15	ISA STUDENTS	INTERNATIONAL STUDENTS ACTIVITY	-

MISCELLANEOUS

International Students Activity

The date will be announced later.

Visiting

I am contacting Microsoft and MediaTeK for the visits.
Prof. Chin-Yu Huang will help again.

Student Presentations

There will be two sessions for you to give a presentation about some new ideas (maybe related to your research area)

Session 1: March 9

Session 2: March 16

What to Present?

Each group needs to come up with a **virtual product** or a **virtual service** or simply a crazy idea

Consider yourselves as a start-up company seeking for investors

Each group has 20 minutes to do the presentation

What to Present?

Scenario and product demo (virtually)

Who are the target customers?

your niche, business model, and marketing strategy

What are the techniques involved?

Video commercials

You may borrow an HD camcorder from
Ms. Huang at the ISA office

Contributions and Credits of Each Group Member

Group Leader: Tom

Engineering Team: Alice, Bob

Visual Art Team: Cathy, David

Presentation Team: Tom, Eddie

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March 9

[Group 1] 9865503, 9865526, 9965528, 9965501,
9965503, 9965504, 9965688, 9965703

[Group 2] 9965505, 9965507, 9965508, 9965509,
9965511, 9965514, 9965516, 9965682

March 16

[Group 3] 9965506, 9965512, 9965515, 9965517,
9965519, 9965521, 9965522, 9965685, 9965701

[Group 4] 9965510, 9965513, 9965518, 9965520,
9965523, 9965525, 9965526, 9965686, 9965702

[Group 5] 9765523, 9965524, 9965527, 9965529,
9965530, 9965531, 9965532, 9965581, 9965687

References

- DEMO.com
 - <http://www.demo.com/>
- TechCrunch
 - <http://techcrunch.com/>
- TED
 - <http://www.ted.com/>
- Apple iPad: Steve Jobs Keynote on YouTube
 - <http://www.youtube.com/watch?v=OBhYxj2SvRI&feature=related>

Student Presentations

The information of the presentations will be posted on the course website.

Any Questions
