Universitas Kristen Duta Wacana
FAKULTAS KEPENDIDIKAN DAN HUMANIORA
Gedung Euodia Lantai 1
Jl. dr. Wahidin Sudirohusodo 5-25, Yogyakarta 55224, Indonesia
+62 274 563929 ext. 143 | fkhum@staff.ukdw.ac.id

SURAT TUGAS

No. 002/J.05/FKHUM/2021

Dekan Fakultas Kependidikan dan Humaniora Universitas Kristen Duta Wacana Yogyakarta, dengan ini memberi tugas kepada dosen Program Studi Pendidikan Bahasa Inggris Universitas Kristen Duta Wacana yang namanya tersebut pada kolom (3) Lampiran Surat Tugas ini untuk membuat Modul Mata Kuliah Program Studi Pendidikan Bahasa Inggris yang tercantum pada kolom (4). Penugasan ini berlaku untuk semester Genap Tahun Akademik 2020/2021.

Demikian surat tugas ini dibuat, agar tugas dapat dilakukan dengan sebaik-baiknya dan dilaporkan kepada pemberi tugas setelah tugas tersebut dituntaskan.

Yogyakarta, 4 Februari 2021

Dekan FKHUM,

Dra. Mega Wati, M.Pd.

Tembusan disampaikan kepada Yth.:

1. Ketua Program Studi Pendidikan Bahasa Inggris
2. Dosen Program Studi Pendidikan Bahasa Inggris yang bersangkutan
3. Arsip

AP/sn 2021

Lampiran Surat Tugas Dekan Fakultas Kependidikan dan Humaniora
Universitas Kristen Duta Wacana
Nomor: 002/J.05/FKHUM/2021

Daftar Dosen Pembuat Modul Mata Kuliah Program Studi Pendidikan Bahasa Inggris
Fakultas Kependidikan dan Humaniora
Semester Genap 2020/2021

No.	NIK	Nama Dosen (3)	Modul Mata Kuliah (4)
1.	994 E 266	Dra. Mega Wati, M.Pd.	Bahasa Inggris Teologi
			Psikologi Belajar dan Pembelajaran
2.	184 E 468	Lemmuela Alvita Kurniawati, S.Pd., M.Hum.	*Curriculum and Material Development*
			Technology for Language Learning
3.	064 E 321	Dr. Fransisca Endang L., S.Pd., M.Hum.	*Speaking for Academic Purposes*
			Teaching English for Academic Purposes
4.	164 E 421	Arida Susyetina, S.S., M.A.	*Creative Writing*
			Public Speaking
			Cross Cultural Understanding
5.	184 E 469	Adaninggar Septi Subekti, S.Pd., M.Sc.	*Intermediate Grammar*
			Academic Essay Writing
			Research Proposal Writing
			Data Analysis
6.	184 E 482	Anesti Budi Ermerawati, S.Pd., M.Hum.	*Classroom Management*
7.	034 E 310	Andreas Winardi, S.Pd., M.A.	*Comprehension of Long Talks*
			English for International Communication
			English for Business Communication
8.	174 E 444	Ignatius Tri Endarto, S.Pd., M.A.	Bahasa Inggris Terapan Sistem Informasi
			Intensive Reading (bersama Dra. Mega Wati, M.Pd.)

MODUL
BAHASA INGGRIS TERAPAN
SISTEM INFORMASI

IGNATIUS TRI ENDARTO, M.A.

Universitas Kristen Duta Wacana

[for internal use only]

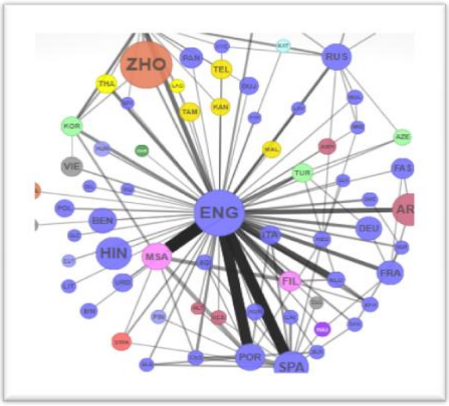
TABLE OF CONTENT

DESKRIPSI MATA KULIAH & REFERENSI

Deskripsi Mata Kuliah:	Matakuliah ini melatih ketrampilan Bahasa Inggris, khususnya dalam hal menyampaikan gagasan secara lisan dan tertulis mengenai berbagai macam topik yang berhubungan dengan disiplin Sistem Informasi.
Tujuan Pembelajaran :	Di akhir mata kuliah ini mahasiswa diharapkan mampu menyampaikan gagasan secara lisan dan tertulis mengenai topik-topik yang berhubungan dengan Sistem Informasi dalam Bahasa Inggris.
Referensi:	Glendinning, Eric H. et al. 2002. Oxford English for Information Technology. Oxford: Oxford University Press. Mc Charty and Duckworth, 2009. English for Telecom and Information Technology. Oxford: Oxford University Press Grussendorf, Marrion, 2006. English for Presentations. Oxford: Oxford University Press Harrington, David, 1996. Speaking of Speech. Tokyo: Macmillan Languagehouse Ltd Sawyer, William, 2003. Using Information Technology. Boston: MC Graw Hill

Why English for Information Systems?

Warm-up: Pay attention to the data of global language network below and answer the questions that follow.



ENG = English
ZHO = Chinese

Each node represents a language and links connect languages that are likely to be co-spoken. In the example above, two languages are connected when users that tweet in one language are also significantly more likely to tweet in another language. Node size represents the number of native and non-native speakers of a language and edge thickness represents the number of users tweeting in both languages.

Taken from: http://language.media.mit.edu/visualizations/twitter

1. What can you infer from the data provided above?
2. Can you explain why English and Chinese are positioned differently in the global language network? What does it indicate?
3. In your opinion as a computer science student, why should you learn English?

Language Focus: Describing diagrams, charts and, graphs (Simple Present)

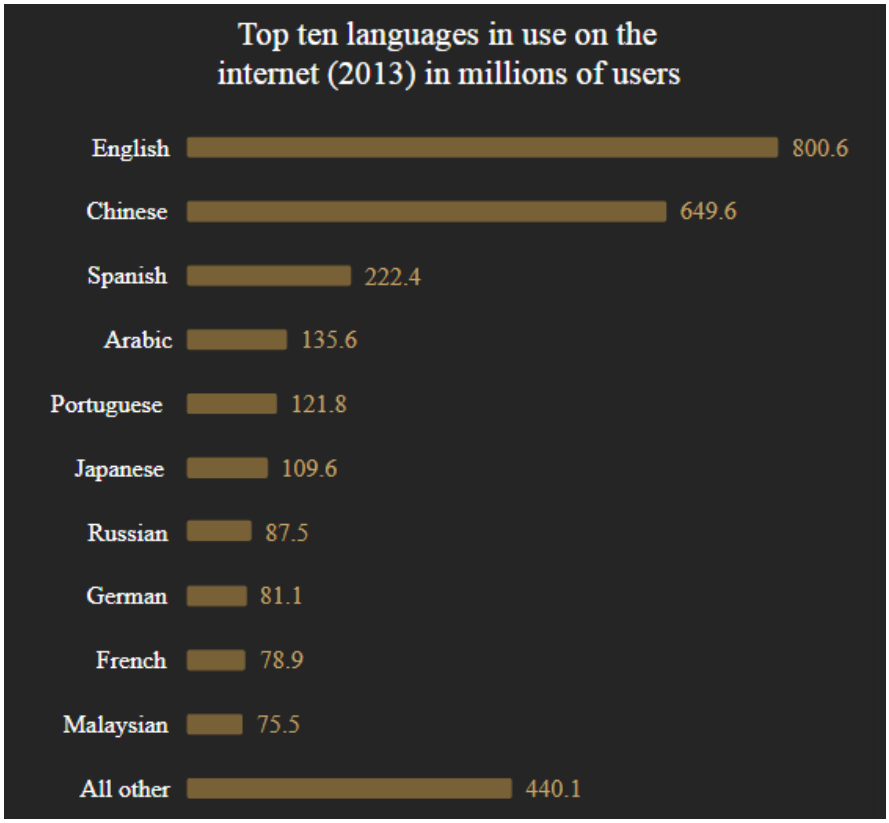
As exemplified by the data description in "Warm-up", we use Simple Present to describe diagrams, charts, and graphs dealing with:

- facts in the present;
- general truths;
- instructions; and
- repeated actions or events.

Here are some examples:

Subject	Sentence with verb	Sentence with to-be
3rd singular	- *Every link **connects**...* - *Each node **represents**...*	- *The language **is**...* - *One user **is**...*
3rd plural	- *Links **connect**...* - *All the nodes **represent**...*	- *The two languages **are**...* - *The users **are**...*

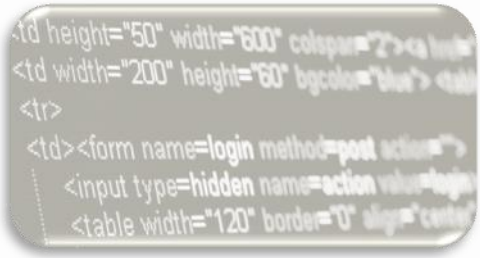
Practice: Use Simple Present Tense to describe the chart.



Taken from: http://labs.theguardian.com/digital-language-divide/

Reading: Read the text carefully and answer the following questions.

English: The Language of the Internet



There are more than 7,100 languages in use around the world, with Chinese and English being the most widely spoken. Despite the language's lower number of speakers compared to that of Chinese, more than half of all content on the internet is in English.

A universal language

One reason for English being so dominant online is that it is considered a 'universal language', often chosen by people of different nationalities as a common way to communicate. Unlike Chinese, which until relatively recently was little spoken outside its homeland, English has long been a common international language in areas such as business and scientific research. This gives it a natural advantage online and helps account for its widespread use.

A head start

Another reason for English being so common is that it had a head start when the internet was created. Developed in the UK and the US, it was only natural that much of the original content for the internet was written in

English.

It also helped that both of these countries were quick to get large numbers of people online, ensuring that English would continue to be the favored language as the internet grew in size.

Share a thought

When someone wants to share something with as large an audience as possible, English is still the most likely language to choose.

From citizen journalism in war-torn countries to food blogs featuring traditional recipes, people opt for English when they want to increase the chances of their content being shared around the world.

Learning English can therefore help you communicate more effectively online while also giving you access to a much wider choice of content.

And with an estimated 1.5 billion English language learners across the globe, English looks likely to remain the 'universal language' of the internet for quite some time. Make sure you're one of them.

Adapted from: https://www.english.com/blog/english-language-internet

1. Among all the languages in use around the world, does English have the highest number of speakers?
2. Why is English considered the language of the internet instead of Chinese?
3. In what areas has English long been a common international language?
4. Why did English have a head start when the internet was created?
5. How can English help you get access to a much larger audience?

Critical Thinking: In groups, discuss the following questions and present the findings in front of the other groups.

1. Do you agree with what the article entitled "English: The Language of the Internet" says about English and the internet? Why or why not?
2. How do you relate the objectives of learning English with your future career in information systems? How will it be beneficial to your future jobs?

"The working language of ASEAN shall be English"
~ASEAN Charter, Article 34~

Inside a Computer

Warm-up 1: Match these different types of devices to the right names.

CPU (Central Processing Unit)	monitor	mouse	keyboard	
printer	wireless router	external hard drive	USB (Universal Serial Bus) flash drive	

Warm-up 2: What do these abbreviations mean? Consult your dictionary if necessary.

1. GB
2. TB
3. RAM
4. MHz
5. SSD
6. HD
7. UHD

Reading: Now study the text below to answer the questions that follow.

Premium Small Laptop You Can Buy

Main features:

1. Eight-generation Intel quad-core i7-8550U processor
2. 16 GB RAM (2,133 MHz)
3. 1 TB PCIe SSD
4. Intel UHD Graphics 620
5. Intel 8265 802.11ac (2x2) with Bluetooth 4.1

This laptop has a 4mm border around its display, which gives it an 80.7 percent screen-to-body ratio. You can pick from 4K UHD- or full HD-resolution touch displays or a full HD non-touch one. The webcam is centered at the bottom, and it is an infrared camera for logging in with facial recognition. It also has a fingerprint reader built into the

power button.

The laptop has a CNC machined aluminum body in platinum silver with carbon fiber composite palm rest in black. The materials are strong, but keep the weight down to about 2.7 pounds or 1.2 kilograms.

To get the body thickness down to 0.46 inch (11.6 mm), it has no full-size USB ports in favor of dual Thunderbolt 3 USB-C ports and a USB-C 3.1 port. It also includes a USB Type-A to Type-C adapter. Any of those USB-C ports can be used to charge or power the laptop, and there is a micro SD card slot to bolster internal storage.

Its Gore Thermal Insulation helps steer heat out of the device instead of into the laptop's chassis. The cooling improvements let it get more performance from its components while cutting down on heat that would typically reach your lap or hands.

It can run for up to nearly 20 hours with a full HD display or up to around 11 hours with a 4K display.

Adapted from: https://www.cnet.com/products/dell-xps-13-2018/preview/

1. What are the main features of this laptop?
2. What is the border size around its display?
3. Where can you find the webcam?
4. How much does the laptop weigh?
5. How many USB ports does it have? And what USB port types are they?
6. What technology helps to keep the heat out of this device?
7. How long can this laptop stay on?

Critical Thinking: After reading the text above, answer these questions.

1. Will you be interested in buying the abovementioned laptop? Why or why not?
2. In your opinion, what could be the weaknesses of this laptop?

Language Function: Describing the function of an item

We can describe the function of an item in some ways. Pay attention to the following examples.

1. Using Present Simple Tense
   - Gore Thermal Insulation *keeps* the heat out of the device.

2. Using "*be* used to *infinitive*" or "*be* used for *verb-ing*"
   - Gore Thermal Insulation *is used to keep* the heat out of the device.
   - Gore Thermal Insulation *is used for keeping* the heat out of the device.

3. Emphasizing the function
   - *The function of* Gore Thermal Insulation *is to keep* the heat out of the device.

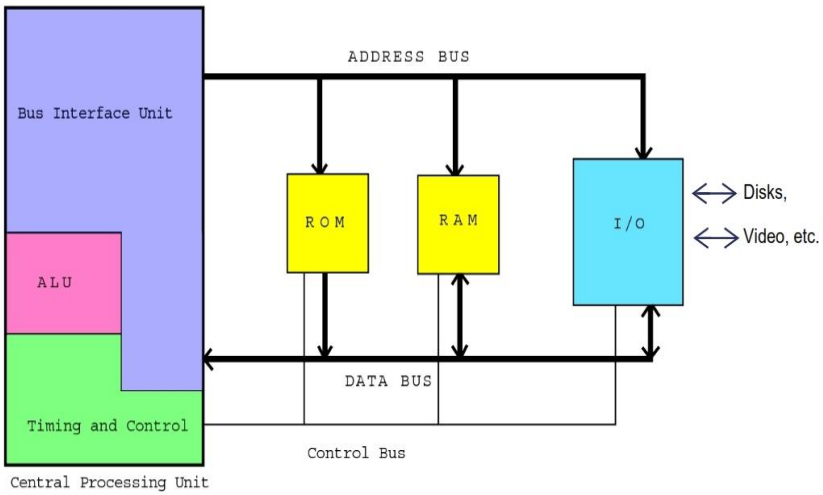
Practice: What are the functions of these items? You may use the internet to help you find the functions.

1. CPU
2. Monitor
3. Mouse
4. Keyboard
5. Printer

6. Wireless router
7. External hard drive
8. USB flash drive

Language Function: Prepositions

Study these examples of prepositions of place:



CPU & Bus System

Hard Disk

- Data moves *between* the CPU and RAM.
- Data flows *from* ROM *to* the CPU.
- A program is read *from* disk *into* memory.
- Data is transferred *along* the data bus.
- The address number is put *onto* the address bus.
- The hard disk drive is *inside* a sealed case.
- Heads move *across* the disk.
- Tracks are divided *into* sectors.

Taken from: Glendinning, et al. (2002)

Practice: Complete each sentence using the correct preposition.

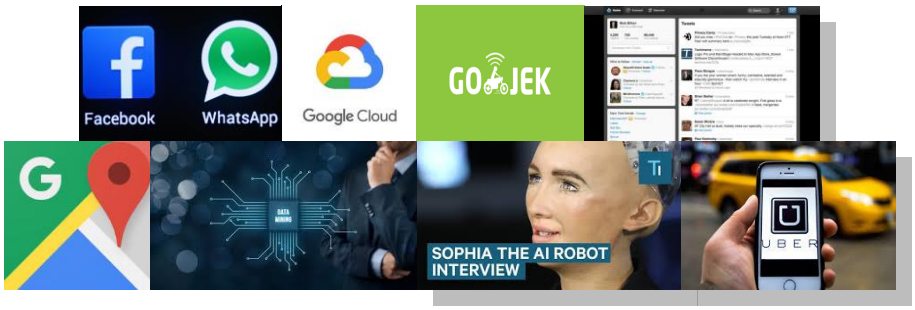
into	between	inside	to	across

1. Monitors are connected _____ the computer via VGA, DVI, HDMI, or other connectors.
2. Processor is located _____ the CPU box/computer case.
3. Plug all the components _____ the motherboard.
4. The main connection _____ the CPU and the rest of the computer has evolved over the years as the technology has continued to progress.
5. Sync will start synchronizing your information _____ all your connected devices.

Production: Write a description of your computer/laptop and then present it in front of the class. Your description should include all/most of the features of your computer/laptop. Do a search on the internet if necessary.

Innovations in Information Systems

Warm-up: Work in groups. Brainstorm as many innovations in information systems as you can, and write down the results of your discussion on the whiteboard. Choose one of those innovations and describe how it works by miming its mechanics/process/manual. Do your mime in front of other groups and have them guess what it is.



Reading 1: Now study the text below to answer the questions.

Vocabulary Check: March the words on the left with the correct definitions on the right.

• *Data mining*	• *A process of filtering through large amounts of raw data for useful information*
• AI	• Storage method of archiving large amounts of data to make it easy to access
• Cleansed data	• Data free from duplicate and erroneous information
• Data warehouse	• A computing tool that tries to operate in a way similar to human brain.

Text:

Data Mining

Taken from: https://towardsdatascience.com/data-mining-tools-f701645e0f4c

Data mining is simply filtering through large amounts of raw data for useful information that gives businesses a competitive edge. This information is made up of meaningful patterns and trends that are already in the data but were previously unseen.

The most popular tool used when mining is artificial intelligence (AI). AI technologies try to work the way the human brain works, by making intelligent guesses, learning by example, and using deductive reasoning. Some of the more popular AI methods used in data mining include neural networks, clustering, and decision trees.

Neural networks look at the rules of using data, which are based on the connections found or on a sample set of data. As a result, the software continually analyses value and compares it to the other factors, and it compares these factors repeatedly until it finds patterns emerging. These patterns are known as rules. The software then looks for other patterns based on these rules or sends out an alarm when a trigger value is hit.

Clustering divides data into groups based on similar features or limited data ranges. Clusters are used when data isn't labelled in a way that is favorable to mining. For instance, an insurance company that wants to find instances of fraud wouldn't have its records labelled as fraudulent or not fraudulent. But after analyzing patterns within clusters, the mining software can start to figure out the rules that point to which claims are likely to be false.

Decision trees, like clusters, separate the data into subsets and then analyze the subsets to divide them into further subsets, and so on (for a few more levels). The final subsets are then small enough that the mining process can find interesting patterns and relationships within the data.

Once the data to be mined is identified, it should be cleansed. Cleansing data frees it from duplicate information and erroneous data. Next, the data should be stored in a uniform format within relevant categories or fields. Mining tools can work with all types of data storage, from large data warehouses to smaller desktop databases to flat files. Data warehouses and data marts are storage methods that involve archiving large amounts of data in a way that makes it easy to access when necessary.

When the process is complete, the mining software generates a report. An analyst goes over the report to see if further work needs to be done, such as refining parameters, using other data analysis tools to examine the data, or even scrapping the data if it's unusable. If no further work is required, the report proceeds to the decision makers for appropriate action.

The power of data mining is being used for many purposes, such as analyzing Supreme Court decisions, discovering patterns in health care, pulling stories about competitors from newswires, resolving bottlenecks in production processes, and analyzing sequences in the human genetic makeup. There really is no limit to the type of business or area of study where data mining can be beneficial.

Questions:

1. What tool is often used in data mining?
2. What AI method is used for the following processes?
   a. Separate data into subsets and then analyze the subsets to divide them into further subsets for a number of levels.
   b. Continually analyze and compare data until patterns emerge.
   c. Divide data into groups based on similar features or limited data ranges.
3. What term is used for the patterns found by neural networks?
4. When are clusters used in data mining?
5. What types of data storage can be used in data mining?
6. What can an analyst do to improve the data mining results?
7. Name some of the ways in which data mining is currently used.

Adapted from: Glendinning, et al. (2002)

Language Function: Describing a process

A process is a series of actions that explains how something works. We can describe a process using words like:

1. *first (of all), firstly, to begin with,* etc.
2. *next, then, after that, subsequently, secondly, thirdly,* etc.
3. *eventually, finally, lastly,* etc.

Practice: Nowadays, taxi booking and ride-sharing apps have become so popular and offered a lot of advantageous features. Describe the process of how those apps work by numbering each step below in the correct order.

No: 1

User maps the pick-up location
(First, the app locates user's device using geolocation and mapping technology.)

No: ____

User rates the trip
(Lastly, after the ride is over, user rates and gives feedback to the driver through the app.)

No: ____

User selects the payment method
(Based on the estimated fare, user chooses the payment method integrated into the app.)

No: ____

The app calculates the trip fare
(The geolocation then provides classes and protocols to configure and schedule location delivery and send location events to the server. Before user selects the payment method, the app calculates the fare.)

No: ____

The app finds a nearby driver
(Next, the app locates a nearby driver and displays point-to-point directions on the map so that user can enjoy the ride without having to direct the driver all the time.)

Adapted from:
https://medium.com/yalantis-mobile/uber-underlying-technologies-and-how-it-actually-works-526f55b37c6f
https://www.taximobility.com/blog/how-does-on-demand-taxi-booking-work/

Reading 2:

One of the most well-known taxi booking and ride-sharing apps is UBER. Use the following words to fill in the blanks in the passage. After you read the passage, Study the language focus about Present Passive.

~~on-demand~~	account	confirmation	devices	emailed	functionality

UBER – App Review

UBER is an *on-demand* car service that sends a private car within minutes to your location upon your request. This request is made through the UBER app which is available on iPhones and Android _____. The best part is that you get to enjoy the ride cashless – say good-bye to fumbling for change in your wallets! Once you arrive at your destination, the payment is charged to your credit card which has already been configured to the UBER app on your mobile during registration.

The basic _____ of UBER is simple. Download the app on your phone, create an account with your details, request for a ride and wait for UBER to respond. Here is a walk-through of the process:

1. After the UBER app is installed on your phone, you need to create an _____ with basic information like name, email address, phone number, credit card number, billing address, etc.
2. Once you have logged in and selected the type of vehicle, you have the option of setting a pickup location either by dragging and dropping the pin or typing the address manually in "Pickup Location" and then clicking on "Set Pickup Location."

3. You can now request for the ride by clicking on "Request uberX". It will also show you the ETA of the nearest car available.
4. After the _____ is received, you will need to wait for the ride. You are given the options of tracking, calling and messaging the driver. You may also cancel your booking, but a fee of S$10 will be charged.
5. After you get off at your destination, the amount will be charged to your card and a receipt listing all details of the journey will be _____ to you.
6. You can rate your ride to help UBER maintain their service.

Check out the UBER app and give it a shot. Everyone gets a complimentary S$10 off their first ride!

Adapted from: http://fuchsia.com.sg/previous/?p=16606

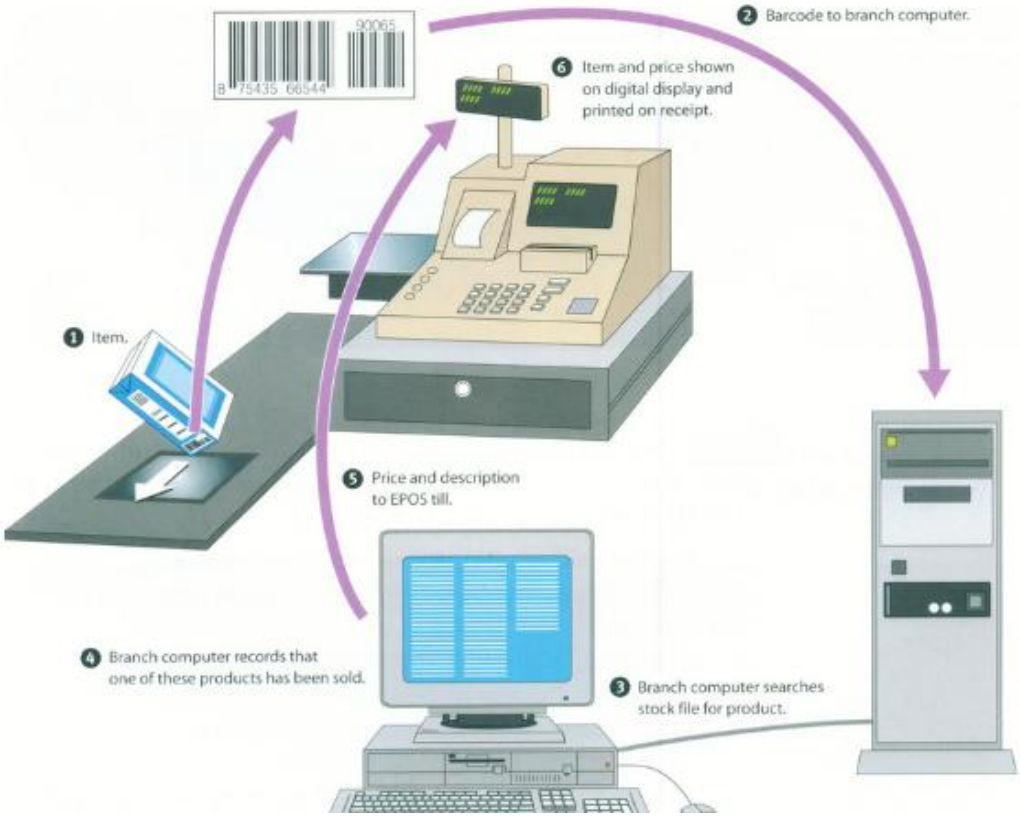
Language Function: Present Passive

Study the two clauses below:

1. After <u>the UBER app is installed</u> on your phone… (passive)
2. After <u>you install the UBER app</u> on your phone… (active)

In the first clause the verb is Present Passive and in the second clause the verb is active. What is the difference? Present Passive is often used to describe steps in a process where the action is more important than the agent (to emphasize the action).

Practice: Sequence the steps in the operation of an EPOS till based on the diagram below. Then change each sentence into Present Passive.



1. The scanner converts the barcode into electrical pulses.
2. The branch computer sends the price and description of the product to the EPOS till.
3. The branch computer records the sale of the product.
4. The till shows the item and price.
5. The checkout operator scans the item.
6. The till prints the item description and price on the paper receipt.
7. The scanner sends the pulses to the branch computer.
8. The branch computer searches the stock file for a product matching the barcode.

Adapted from: Glendinning, et al. (2002)

Production (Project 1 Preparation): Making a product review

1. Find an example of IS-related technology.
2. Make a product review by describing its functions, features, how it works, strengths & weaknesses, estimated price, etc.
3. Project format *(choose 1 of these)*:
   - Video/Animation with the minimum duration of 5 minutes
   - Article containing at least 500 words

   You can check these links to see some examples of product reviews:

   Videos
   - **https://youtu.be/Qb7BoVaLAbY**
   - **https://youtu.be/5dnVS7LMegc**
   - **https://www.youtube.com/watch?v=x7EYAQdhi4c**
   - **https://youtu.be/b6yfw6NFCHM**

   Articles:
   - **http://fuchsia.com.sg/previous/?p=16606**
   - **http://www.techweez.com/2017/10/02/telkom-4g-mi-fi-router-review/**

E-Commerce & Data Security

Warm-up: Match each of these terms to the right definition.

Taken from: https://www.smartdatacollective.com/key-challenges-companies-face-with-big-data-security/

1. *ransomware* 2. malvertising 3. spam/junk mail 4. phishing	a. *a threat that could lead to damaged and lost files.* b. malicious emails that trick customers into clicking malicious links that could lead to phishing sites. c. method for stealing personal information predominantly targets end-users. d. malicious ads that often appear as pop-ups or alert warnings which can unknowingly install malware.

Reading: Now read the text below carefully and complete the table that follows using the information from the text. Rephrase the information using your own words.

Amazon vs. eBay – Which One is Better for E-Commerce Sales?

E-commerce owners around the world know that both eBay and Amazon rule the online marketplaces. No other company even comes closer to them in terms of volume, traffic, sales, engagement and support. E-commerce owners get enhanced exposure for their products and at the same time marketplaces gain due to the increasing product inventory.

Now the big question remains for the e-commerce store owners – Where shall I expand my products more, on eBay or Amazon? Consider the following attributes while choosing between these 2 marketplaces:

- **Selling Fees**
  You are free to list your items and relist on eBay. EBay will charge 10% once there is a sale, and everything would be recorded in a monthly invoice. In contrast, on Amazon, type of products determines the referral fees. For example high priced items, like tires and wheels have 10 % fees, while stuff like 'video games' has

15% cut. Also, you need to pay .99 cents per item, irrespective of categories. However, if you pay a nominal subscription fee, it is waived off. You will receive the final selling amount after deducting all the fees.

- **Payment Process**
  PayPal is a preferred payment partner with eBay. Seller receives the amount into his PayPal ID directly, only when the shipment is complete. There are some hassles if you want to transfer the amount to your bank account, and there is a limit to that. On Amazon, you need to opt for 'Amazon payment', through which money will be deposited directly to your bank account at 2-week interval.

- **Consumer Engagement**
  Amazon enables less engagement with consumers, but in recent years more stress has been put on 'customer reviews'. On eBay, it's all about 'good feedback'. Sellers with good feedback receive more orders invariably. That is how the feedback is so important on eBay that some sellers prefer to compromise in the event of disagreement, rather than letting the buyers put a negative feedback.

- **Common Issues**
  The chances of fraud are higher on eBay, as the model is auction-based. Winners sometimes harass sellers by not buying the items. As an outcome, legitimate buyers sometimes need to pay a higher amount. There is an option 'second chance offer' where the item can be passed on to the next highest bidder. 'Last minute bidding' is one of other options where buyers can bid at the last moment. Amazon on the other hand offers 'one click purchases' for all the items. Amazon customers are not that worried with the thoroughness of the description of the items.

- **Listing Format**
  On eBay, every item is listed with photos, and in case of rare and uncommon items, multiple photos are mandatory. Listing presentation is important on eBay. Amazon, on the other hand, offers 'shared listing' – multiple sellers offering the same items can share listing. One stock photo is enough and sellers differentiate their items through price and drop box.

So, while choosing between eBay and Amazon, you should consider these factors and the items that you are going to sell. If you are not sure or starting the business for the first time, it's a good idea to test your products on both of these marketplaces to analyze consumer behavior and see which one is more profitable.

Adapted from: https://insync.co.in/amazon-vs-ebay-which-one-is-better-for-e-commerce-sales/

Summary Table

Factors	Amazon	eBay
Selling fees	- *It determines referral fees based on product types.* -	- *It charges 10% when the an item is sold.*
Payment Process		
Consumer Engagement		
Common Issues		
Listing Format		

Critical Thinking: After reading the text above, answer these questions.

1. Are those two e-commerce platforms popular in your country? Why or why not?
2. If you are to shop online using one of those two platforms, which one will you choose? State your reasons.

Language Focus: Comparing and Contrasting

Based on the text about Amazon and eBay, there are some examples of how we can compare and contrast two items or ideas. Those examples are:

1. Using words or phrases to compare two items/ideas:
   - ***both*** *eBay* ***and*** *Amazon rule the 'online marketplace'*

   Other words or phrases that can be used to compare two items or ideas are: **like, likewise, same as, as well as, also, too, likewise, similarly,** etc.

2. Using words or phrases to contrast two items/ideas:
   - ***In contrast,*** *on Amazon, type of products determines the referral fees.*
   - *Amazon* ***on the other hand*** *offers 'one click purchases' for all the items.*

   Other words or phrases that can be used to contrast two items or ideas are: **unlike, as opposed to, different from, whereas, to the contrary,** etc.

3. Using comparative/superlative forms
   - *The chances of fraud are* ***higher*** *on eBay*

   Comparatives are indicated by the use of **more/-er**, i.e. **more popular** and **higher**.
   Superlatives are indicated by the use of **most/-est**, i.e. **most popular** and **highest**.

Practice: Find two e-commerce platforms that are popular in your country. Then write five sentences that compare and contrast the two. Use the words/phrases/forms that you have learned in the abovementioned language focus.

Language Focus: Making recommendations

Study these examples of advice/recommendations from the text you read in the Reading section and how they can be expressed in different forms:

1. Using the modal verbs **should/had better/ought to**:
   - *You **should** consider these factors and the items that you are going to sell.*
   - *You**'d better** consider these factors and the items that you are going to sell.*
   - *You **ought to** consider these factors and the items that you are going to sell.*

2. Using an imperative:
   - ***Consider** the following attributes while choosing between these 2 marketplaces.*
   - ***Test** your products on both of these marketplaces to analyze consumer behavior.*
   - **Remember** that sellers with good feedback receive more orders invariably.
   - **Don't forget** that sellers with good feedback receive more orders invariably.

3. Other ways to give advice/recommendations:
   - ***I recommend** that you consider the following attributes while choosing between these 2 marketplaces.*
   - ***It's a good idea to** test your products on both of these marketplaces to analyze consumer behavior.*

Practice:

Based on your understanding in the Warm-up section, make some recommendations on how to prevent these online threats when doing e-commerce: malvertising, ransomware, spam/junk mail, phishing.

1. *It's a good idea to update your computer operating systems and patch regularly to defend against malvertising and phishing.*
2. _____
3. _____
4. _____
5. _____

Production:

Compare and contrast two anti-virus programs that you know well, and recommend which one is better for e-commerce.

Taken from: https://cdn2.geckoandfly.com/wp-content/uploads/2012/03/software_antivirus_comparison_memory_resources.jpg

IS Applications for Society

2 Conduct a survey to find out who in your class:

1 can name a spreadsheet program
2 has used a spreadsheet
3 can name a database program
4 has used a database
5 knows how to insert graphics into a document
6 can name a wordprocessing program
7 can centre a line of text
8 can disable the autocorrect

3 Study this diagram of a medical centre. Which applications programs will be used by the following?

1 Reception
2 Practice Manager
3 Doctors

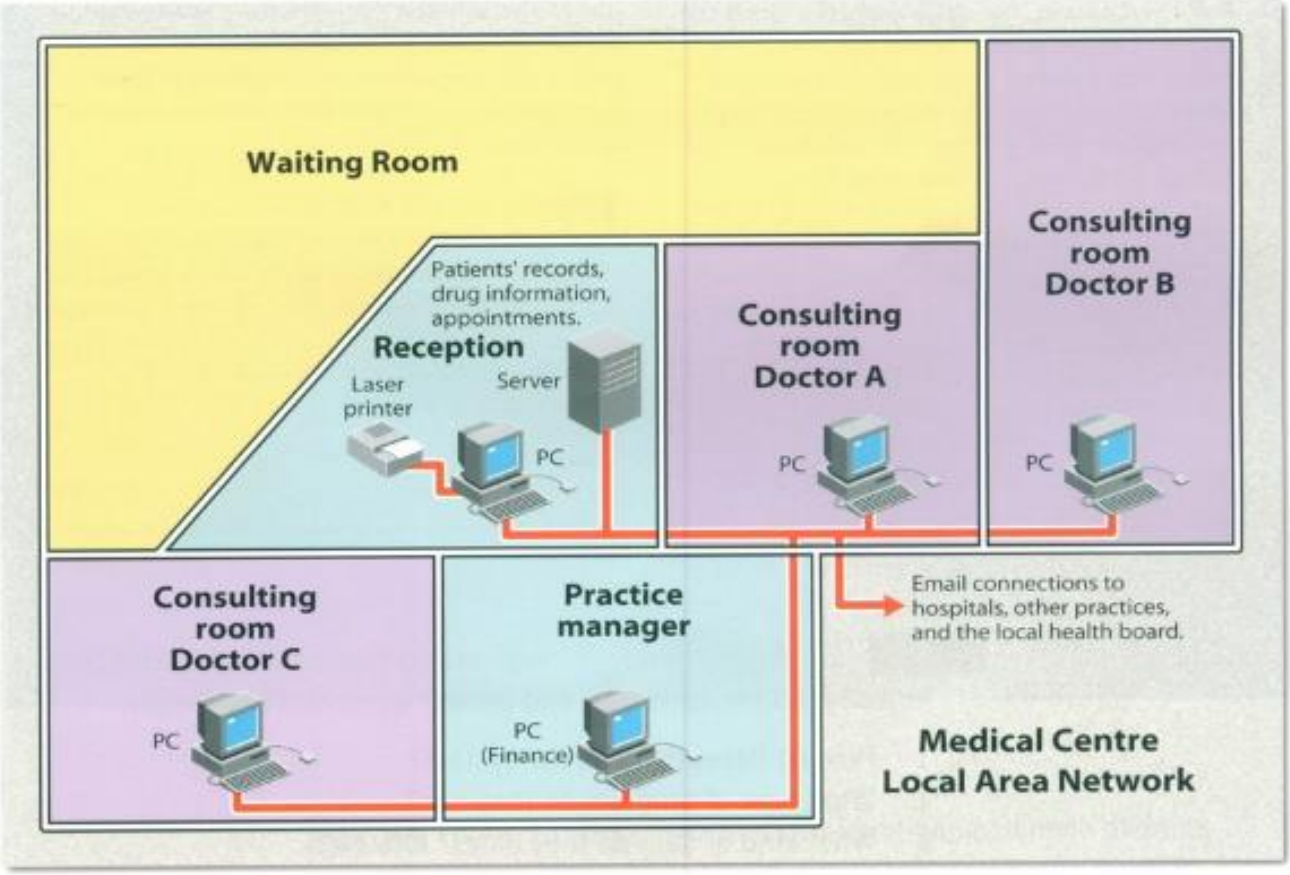


Fig 2
Medical centre LAN

READING **4** Work in groups. Read paragraph A and additional paragraphs selected by your teacher. Complete this note-taking frame for each text you read.

	B	C	D
Users			
Use			
Program types			
Data input			
Output			

A The system consists of 5 networked PCs, one in each of the consulting rooms, one in the Practice Manager's office and the other in Reception alongside the file server. (Each PC has its own laser printer.) All users have access to Microsoft Office.

B Doctors use the system to access a number of databases. The most important holds the records of all the patients in the practice. These files contain personal details and the medical history of the patient. The doctor can call up the appointments book prior to the consultation. By clicking on the patient's name, they have immediate access to that patient's records. At the end of each consultation, the doctor enters brief case notes including the diagnosis and treatment. This database can also be used to produce statistics for research and reports.

Doctors can also access a drugs database on CD-ROM which provides prescribing information on thousands of drugs including their suitability for different categories of patients. This is updated every month. Another database is a conditions dictionary which provides information on a wide range of problems.

C Reception staff use specially tailored software developed from a database to enter all appointment dates and times for each doctor. The program generates daily lists of appointments and can be accessed by the doctors. Reception use the patient database to identify children and old people who are due to have vaccinations. They then use mailmerging to create letters asking for appointments to be made.

D The Practice Manager uses a payroll package based on a spreadsheet to calculate salaries for each employee of the health centre. She enters all income and expenditure to produce practice accounts. She uses a database to produce a monthly rota of which doctors are on call in evenings and at weekends. This rota is available over the network to all users.

5 Exchange information with others in your group to complete notes for all the texts. Ask and answer questions like these:

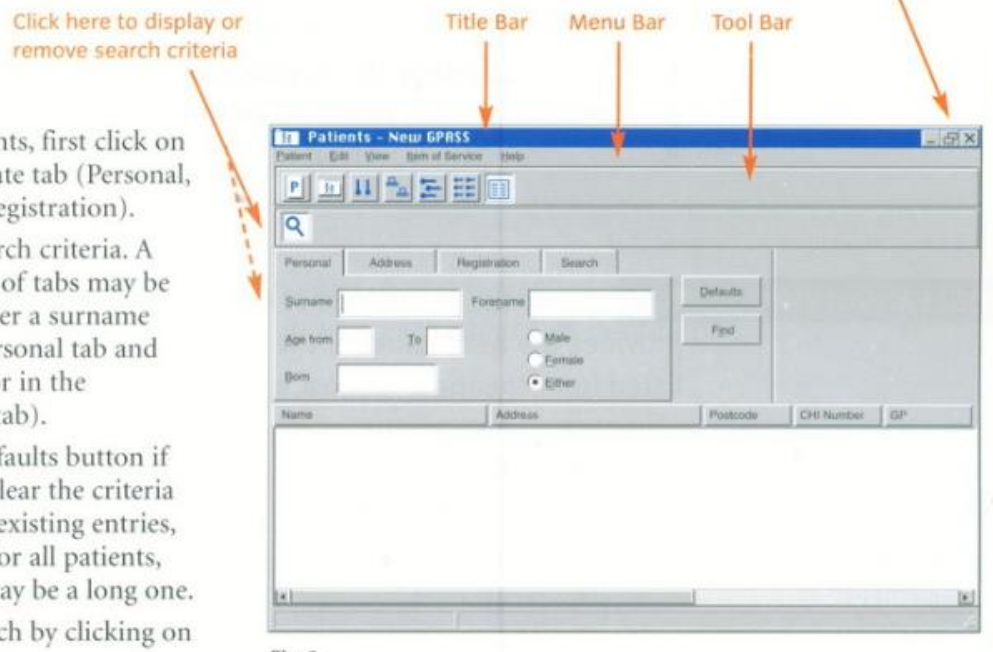
1 How do Reception use the system?
2 What type of program do they use?
3 What kind of data do they enter?
4 What is the output from the program?

LANGUAGE WORK Instructions/complex instructions

Study this extract from an instruction manual for software for doctors in a health centre.

PATIENT BROWSER

Patient Browser allows you to find specific patients and open their records. It also allows you to identify different categories of patients.



1 To find patients, first click on the appropriate tab (Personal, Address or Registration).
2 Enter the search criteria. A combination of tabs may be used (e.g. enter a surname under the Personal tab and select a doctor in the Registration tab).
3 Select the Defaults button if you wish to clear the criteria boxes of any existing entries, or to search for all patients, but the list may be a long one.
4 Start the search by clicking on the Find button.

Fig 3
GPASS

We make simple instructions using the infinitive:

Click on the appropriate tab.
Enter the search criteria.

We can add an explanation using the *to*-infinitive or *by* + *-ing*:

To find patients, click on the appropriate tab.
Click on the Find button *to start* the search.
Start the search *by clicking* on the Find button.

We can put the instructions in order using sequence words:

First click on the appropriate tab.
Then enter the selection criteria.
Finally click on the Find button.

We can link two instructions and emphasise their order like this:

Having entered the selection criteria, click on the Find button.
Once the selection criteria *have been entered*, click on the Find button.

6 Write simple instructions for identifying all male patients called Smith in the 16 to 50 age group registered with Doctors Warner and Roberts.

7 Complete the gaps in these instructions for finding the records of all members of the Green family living in postcode WX14 3PH and registered with any doctor in the practice.

1 First enter the search criteria by ..... .
2 To ..... , enter Green in the Surname box.
3 Ensure both male and female members of the family are found by ..... .
4 ..... select the Address tab.
5 Having ..... , enter the postcode.
6 ..... choose the Registration tab.
7 Once ..... , select All doctors.
8 ..... , click on Find to ..... .

PROBLEM-SOLVING **8** Study these versions of OfficeSuite and decide which version provides the best value for the following users. The versions are listed from cheapest to most expensive.

OfficeSuite Standard

- wordprocessor
- spreadsheet
- presentation program
- email
- PIM

OfficeSuite Small Business Edition

- wordprocessor
- spreadsheet
- DTP
- email
- PIM
- small business tools

OfficeSuite Professional

- wordprocessor
- spreadsheet
- database
- DTP
- presentation program
- email
- small business tools

OfficeSuite Premium

- wordprocessor
- spreadsheet
- database
- DTP
- presentation program
- email
- PIM
- small business tools
- website editor
- image editor

OfficeSuite Developer

- wordprocessor
- spreadsheet
- database
- DTP
- presentation program
- email
- PIM
- small business tools
- website editor
- image editor
- developer tools

1 A salesperson who wants to make presentations at conferences.
2 An administrative assistant who needs to write office correspondence and send and receive emails.
3 A programmer who wants to develop applications tailored to a company's needs.
4 A company wanting to produce its own in-house newsletter.
5 A company wishing to develop its own website.
6 A company which wants to analyse all its sales records.
7 A promotions person who wants to be able to edit complex graphics and incorporate them in brochures.
8 A company which wants to share documents on a local area network.

WRITING

10 Work in groups. Decide which applications programs would be used and for what purpose, by the following:

1 a museum
2 publishers of a subscription-only magazine
3 police headquarters

11 Write your recommendations for one of the users in Task 10. Give reasons for each applications program you recommend.

My Expertise and Career in IT/IS

STARTER **1** What do the following people in computing do? Compare answers with your partner.

1 Webmaster
2 Help-desk troubleshooter
3 Applications programmer
4 Security specialist
5 Systems programmer

READING **2** Work in groups of three: A, B and C. Read your text and complete this table. You may not find information for each section of your table.

	A	B	C
1 job title			
2 nature of work			
3 formal qualifications			
4 personal qualities			
5 technical skills			
6 how to get started			
7 how to make progress			

Text A

How to become a programming expert

The primary requirements for being a good programmer are nothing more than a good memory, an attention to detail, a logical mind and the ability to work through a problem in a methodical manner breaking tasks down into smaller, more manageable pieces.

However, it's not enough just to turn up for a job interview with a logical mind as your sole qualification. An employer will want to see some sort of formal qualification and a proven track record. But if you can show someone an impressive piece of software with your name on it, it will count for a lot more than a string of academic qualifications.

So what specific skills are employers looking for? The Windows market is booming and there's a demand for good C, C++, Delphi, Java and Visual Basic developers. Avoid older languages such as FORTRAN and COBOL unless you want to work as a contract programmer.

For someone starting out, my best advice would be to subscribe to the programming magazines such as Microsoft Systems Journal. Get one or two of the low-cost 'student' editions of C++, Visual Basic and Delphi. Get a decent book on Windows programming. If you decide programming is really for you, spend more money on a training course.

Text B

How to become a Computer Consultant

The first key point to realise is that you can't know everything. However, you mustn't become an expert in too narrow a field. The second key point is that you must be interested in your subject. The third key point is to differentiate between contract work and consultancy. Good contractors move from job to job every few months. A consultant is different. A consultant often works on very small timescales – a few days here, a week there, but often for a core collection of companies that keep coming back again and again.

There's a lot of work out there for people who know Visual Basic, C++, and so on. And there are lots of people who know it too, so you have to be better than them. Qualifications are important. Microsoft has a raft of exams you can take, as does Novell, and in my experience these are very useful pieces of paper. University degrees are useless. They merely prove you can think, and will hopefully get you into a job where you can learn something useful. Exams like Microsoft Certified Systems Engineer are well worth doing. The same goes for Novel Linux Certification. However, this won't guarantee an understanding of the product, its positioning in the market, how it relates to other products and so on. That's where the all-important experience comes in.

Here's the road map. After leaving university you get a technical role in a company and spend your evenings and weekends learning the tools of your trade – and getting your current employer to pay for your exams. You don't stay in one company for more than two years. After a couple of hops like that, you may be in a good position to move into a junior consultancy position in one of the larger consultancy companies. By the age of 30, you've run big projects, rolled out major solutions and are well known. Maybe then it's time to make the leap and run your own life.

Text C

How to become an IT Manager

IT managers manage projects, technology and people. Any large organisation will have at least one IT manager responsible for ensuring that everyone who actually needs a PC has one and that it works properly. This means taking responsibility for the maintenance of servers and the installation of new software, and for staffing a help-desk and a support group.

Medium to large companies are also likely to have an IT systems manager. They are responsible for developing and implementing computer software that supports the operations of the business. They're responsible for multiple development projects and oversee the implementation and support of the systems. Companies will have two or three major systems that are probably bought off the shelf and then tailored by an in-house development team.

Apart from basic hardware and software expertise, an IT manager will typically have over five years' experience in the industry. Most are between 30 and 45. Since IT managers have to take responsibility for budgets and for staff, employers look for both of these factors in any potential recruit.

Nearly all IT managers have at least a first degree if not a second one as well. Interestingly, many of them don't have degrees in computing science. In any case, the best qualification for becoming a manager is experience. If your personality is such that you're unlikely to be asked to take responsibility for a small team or a project, then you can forget being an IT manager. You need to be bright, communicative and be able to earn the trust of your teams. Most of this can't be taught, so if you don't have these skills then divert your career elsewhere.

3 Now share information orally about your text with others in your group to complete the table for each of the occupations described.

4 For which of the careers described are these statements true? More than one career may match each statement.

1 You may work for only a few days or a week for a company.
2 It's a good idea to buy books on languages such as C++.
3 You are responsible for developing and implementing the software a company needs to run its operations.
4 You need to be able to break down a problem into a number of smaller tasks.
5 It's worth paying for a training course if you get serious about this career.
6 Microsoft Certified Systems Engineer is a useful qualification for your career.
7 Your objective is to become self-employed.
8 It's important you have the right personality to lead a team.

LANGUAGE WORK Requirements: *need to, have to, must, be + essential, critical*

Note how we describe requirements for particular jobs:

1 You *need to* be able to empathise with the person at the other end of the phone.
2 IT managers *have to* take responsibility for budgets.
3 You *must* be interested in your subject.
4 You *must have* worked for at least two years in systems analysis.
5 Experience with mainframes *is essential/critical*.

We can describe things which are not requirements like this:

6 You *don't need to* have a degree in computing science.

We can also treat *need* as a modal verb and use the negative form *needn't*:

7 You *needn't* have a degree in computing science.

***Have to* is an ordinary verb. Its negative form is made in the usual way:**

8 You *don't have to* be an expert in everything.

***Mustn't* has a quite different meaning. It means it is important *not* to do something. It is used for warnings, rules and strong advice. For example:**

9 You *mustn't* make unauthorised copies of software.

5 Fill in the blanks with the appropriate form of the verbs, *need to*, *have to* and *must*, to make sensible statements. More than one answer is possible in some examples.

1 Technical qualifications ..... to be renewed at intervals to ensure they do not go out of date.
2 You ..... become an expert in too narrow a field.
3 You ..... to have good communication skills to become an IT Manager.
4 You ..... be an expert in hardware to become a programmer.
5 You ..... have worked with IBM mainframes for at least two years.
6 You ..... be able to show leadership.
7 You ..... have a degree but it ..... be in computing science.
8 You ..... to have experience in JavaScript.
9 You ..... be able to use C++.
10 These days you ..... study BASIC.

6 Study these requirements for different jobs in computing advertised on the Internet. Then describe the requirements using the methods studied in this unit.

1 Systems Manager/Programmer

- technical specialist
- min. 2 yrs work in systems programming
- plus exp. of Netview/automation design & support

2 Support Analyst: IBM Mainframe MVS

- IBM MVS support technician
- 1 yr exp. of VTAM, NCP, SSP, NPM, IBM hardware
- authorised to work in the EU

3 Programmer

- 3 yrs exp. SAP Basic Technical Environment
- team player with strong analytical and problem-solving skills
- ability to communicate issues and solutions and manage time effectively

4 Webmaster

- strong Unix experience
- able to use HTML, DHTML, XML and JavaScript
- knowledge of Shell Scripts

5 Cisco Technician

- CCNA qualified
- excellent skills in the surrounding technologies
- min. 2 yrs work in support

6 IS Manager

- knowledge of current Network Operating Systems
- experience of ERP systems implementation
- very strong managerial skills

PROBLEM-SOLVING **7** Work in pairs. Study these job requirements. Then try to match the requirements to the list of jobs which follows.

1

- at least 5 years (2 at senior level) in: Unix, SYBASE or ORACLE or Windows OS, Terminal Server, TCP/IP, Internet
- strong project management (2 years)
- willingness to travel abroad

2

- able to manage, lead and develop a team
- knowledge of C, C++, Delphi
- experience of object-oriented design within a commercial environment
- ability to deliver software projects against agreed schedules and within agreed estimates

3

- proven track record in the delivery of e-solutions in banking environment
- knowledge of Unix, Windows and Oracle
- willingness to travel internationally

4

- minimum 4 years lifecycle development experience
- demonstrable skills using VB, SQL, RDBMS
- able to develop core s/w
- excellent communication skills

5

- minimum of 18 months commercial experience of Web development
- knowledge of HTML, Java, ASP
- full portfolio of URLs as examples

6

- experience of Windows OS, Exchange, Monitoring Software, SQL Server, Verta, TCP/IP
- solid grasp of networking
- 2 to 5 years experience in a network environment

a Visual Basic Developer
b IT Engineer (Network & Database)
c Web Developer
d Network Support
e E-commerce Consultant
f Team Leader

SPEAKING **8** Work in pairs, A and B. Choose one of the computing careers from the list provided. Your partner must find out what your job is by asking only Yes/No questions. Your partner cannot ask 'Are you a programmer, etc.?'

Student A Your careers are on page 189.
Student B Your careers are on page 195.

WRITING **9** Study the c.v. of Paul who was interviewed in Unit 5. Then write your own c.v. in the same way. For the purpose of this task, you can invent experience and assume you have passed all your examinations

CURRICULUM VITAE

Paul W Cair

Personal details

Date of birth 30/5/83
Address 7 Linden Crescent, Stonebridge EH21 3TZ
email p.w.cair@btinternet.com

Education

1995–1999 Standard grades in Maths, English, Spanish, Computer Studies, Geography, Science, James High School
2000–2001 HNC in Computing, Maxwell College
2001–2003 HND in Computing Support, Maxwell College

Other qualifications

Jan 2004 CTEC

Work experience

2003–present IT support consultant Novasystems
Novasystems is an IT company that provides a complete range of computing services for its corporate clients.

My experience includes:

- advising clients on IT issues and strategies
- 1st line customer telephone support
- database design
- configuration and installation of hardware and software to clients' specifications
- network administration and implementation
- PC assembly

I have knowledge of these areas:

- Windows server operating systems
- Microsoft Office packages
- Oracle databases
- Windows desktop operating systems
- TCP/IP networking
- Microsoft Exchange Server
- a variety of backup software

Hobbies and interests

volleyball

Referees

1 Academic Dr L. Thin, IT Department, Maxwell College
2 Work Ms Y. Leith, Personnel Officer, Novasystems

Information systems

Skills for your CV

An information systems degree provides you with a range of specialist skills in areas such as:

- hardware, software development and programming
- systems analysis
- database systems and design
- networking and operating systems
- data-mining
- emerging technologies
- mobile applications
- computer security
- business analysis.

You'll also pick up other skills valued by employers, including:

- problem-solving and change management
- the ability to contribute to a team objective
- commercial awareness and business acumen
- the ability to understand and respond to user/customer requirements
- project management experience
- planning and organisation
- negotiation and influencing.

The development of these skills allows you to interpret employers' informational needs and translate them into business applications, working with a range of other specialists such as computer programmers, software engineers, computer scientists and business analysts.

Source: https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/information-systems

Top IT/IS Jobs

Warm-up: Work in groups and brainstorm as many jobs as possible that are related to information systems or information technology. Write the jobs on the whiteboard. Which group can mention the highest number of jobs?

Reading: Now study the text below to answer the questions that follow.

Jobs in Information Systems/Information Technology

The majority of organisations depend on the design, implementation and management of IT. As an information systems graduate, your skills will be invaluable to employers from a range of sectors

Jobs directly related to your degree include:

- Application analyst
- Data analyst
- Data scientist
- Database administrator
- Information systems manager
- IT consultant
- IT technical support officer
- Systems analyst
- Systems developer

Jobs where your degree would be useful include:

- Applications developer
- Business analyst
- Network engineer
- IT sales professional
- UX analyst
- Web content manager

Remember that many employers accept applications from graduates with any degree subject, so don't restrict your thinking to the jobs listed here.

What do information systems graduates do?

More than three-quarters of information systems graduates are employed six months after graduation. Four of the top five jobs held by graduates are related to IT and include programmers and software developers, IT user-support technicians, IT and telecommunications professionals, and IT business analysts, architects and systems designers. Almost 9% are undertaking further study or combining part-time study and work. This may be to develop an area of expertise or to broaden their career options.

Graduate destinations for information systems

Destination	Percentage
Employed	74.1
Further study	8.9
Working and studying	2.4
Unemployed	9.6

Other	5.0

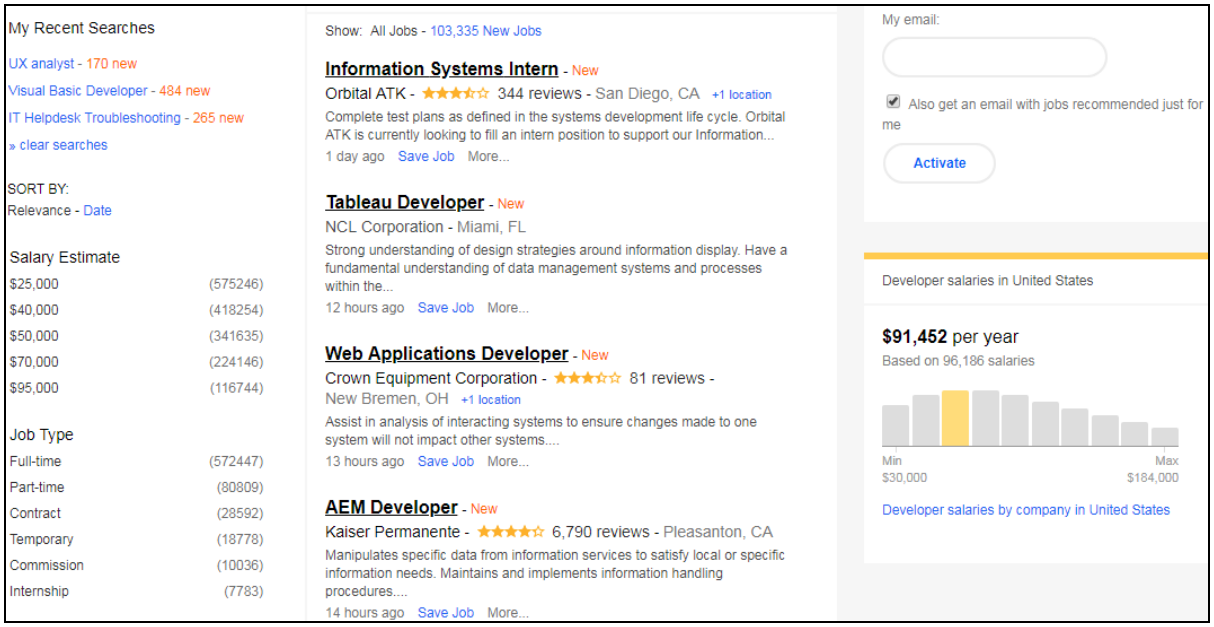
Types of work entered in the UK

Type of work	Percentage
Information technology	51.4
Retail, catering and bar work	9.7
Business, HR and financial	10.7
Secretarial and numerical clerks	6
Other	22.2

Adapted from: https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/information-systems

1. Do you know any other jobs in Information Systems which are not listed in the passage?
2. Based on the data above, which type of work do you want to pursue as your future career? Specify the job and tell the reasons why you wish to do it.
3. Do you think that the presentages described in the text are similar to those in your country? Why or why not?

Practice: Search for an IS-related job vacancy on the internet and answer the following questions.



1. What kind of job/position can you find the information about?

2. In what company is the vacancy available?
3. What are the job responsibilities?
4. What are the requirements for that job?

Language Focus: Study the cover letter below. Match the information on the list with the right parts from the the letter.

1. **Salutation**
2. **Closing & sender's name**
3. **Addressee's details**
4. **Introduction Paragraph**
5. **Sender's details**
6. **Closing Paragraph**
7. **Body Paragraph**
8. **Date**

Example of Cover Letter:

Jim Orndorff
2580 Retreat Avenue, Birmingham, AL
Zip:35291
Jim.M.Orndorff@spambob.com

November 9, 2017

Brian Smith
Ford Motor Co.
37 Poco Mas Drive, Dallas TX

Dear Mr.Smith,

I am writing to express my interest in the position of Information System Officer in your company. I have relevant work experience in this field and I believe I would make great contribution to Ford Motor Co.

My work experience includes:

- first-line support for the day-to-day problems encountered by users, ranging from resetting passwords and unlocking accounts, to amending wrongly recorded data;
- an in-depth understanding of the way in which the systems were set up to ensure that any adjustments were followed through to any dependent subsystems;
- liaison with the national computer support company for second-line maintenance of both hardware and software systems;
- project managing the introduction of new software including training the general population to use the new systems;
- the writing of procedures to be followed to ensure consistent interpretation of the information to be recorded; and
- coaching staff in the use of various computer systems, particularly new starters.

The enclosed résumé can provide you with more detailed information of my background and what I have to offer.

I am looking forward to hear from you and available for an interview scheduled at your convenience. Thank you for your consideration.

Sincerely,
Jim Orndorff

Production: Write your own cover letter based on the job vacancy you have found in "Practice" section. Peer-check your friend's letter and provide some suggestions/feedback on it.

Getting a Job in IT/IS

Warm-up: What comes into your mind when you hear the phrase "job interview"? List 5 things that you can do and 5 things you cannot do in a job interview.

Taken from: https://www.flickr.com/photos/141761303@N08/38708005321

Watching: Now study following video and complete the Practice section.

Source: https://www.youtube.com/watch?v=6zeDniMeMZA

Practice: Based on the video you have just watched, write down the characteristics of each type of interview. What aspects make those interviews ugly, bad, or good? Complete the table below.

The Ugly	*The Bad*	*The Good*

Language Focus: Answering Job Interview Questions.

Top 10 Job Interview Questions and Best Answers

1. Tell me about yourself.
This is one of the first questions you are likely to be asked. Be prepared to talk about yourself, and why you're an excellent fit for the job. Try to answer questions about yourself without giving out too much, or too little, personal information.
The '*present-past-future*' formula is a way to share key background points. Begin with a brief overview of where you are now (which could include your current job along with a reference to a personal hobby or passion), explain how you got to where you are (here you could mention education, or an important experience such as a past job, internship or volunteer experience) and then finish by touching on a goal for the future. It would be good if you're able to identify how the position you're applying for aligns with how you envision your future.

2. What is your greatest strength?
When you are asked about your greatest strengths, it's important to discuss the attributes that will qualify you for the specific job and set you apart from the other candidates. Take the time, before the job interview, to make matches between your qualifications and the requirements as stated in the job announcement.

3. What is your greatest weakness?
Do your best to frame your answers around positive aspects of your skills and abilities as an employee by turning your "weaknesses" into strengths. For example, you might say something like, "I've always struggled with perfectionism – I truly want to do the job correctly the first time, but this sometimes means that I devote more time to a project than the required amount. I've learned to balance this drive with the equally important responsibility of meeting deadlines."

4. Why should we hire you?
Are you the best candidate for the job? Be prepared to say why you're the applicant who should be hired. This is not the time to be modest (although neither should you be conceited). Make your response a confident, concise, focused sales pitch that explains what you have to offer to the employer, and why you should get the job. This is another good time to review the qualifications and the requirements in the job listing, so you can craft a response that aligns with what the interviewer is looking for.

5. What are your salary expectations?
What are you looking for in terms of salary? It seems like a simple question, but your answer can knock you out of the contest for the job if you overprice yourself. If you underprice yourself, you may get shortchanged and a lower offer. Review the best way to answer questions about salary so you get the fair pay that you deserve.

6. Why are you leaving? or Why have you left your job?
Always try to put a positive slant on your response; it's better to give the impression that you're more motivated by the possibility of new opportunities than by trying to escape a bad situation. In addition, it's important to avoid bashing your previous organization, colleagues or supervisor. An employer is not likely to want to bring on someone who talks negatively about a company.

7. Why do you want this job?
This question gives you an opportunity to show the interviewer what you know about the job and the company, so take the time before the interview to thoroughly research the company, its products or services, and its mission. Be specific about what makes you a good fit for this role, and mention aspects of the company and position that appeal to you.

8. How do you handle stress and pressure?
Avoid claiming that you never, or rarely, experience stress. Not only is this difficult to believe, but it could also lead the interviewer to conclude that you've only worked in low-pressure environments and therefore aren't

equipped to handle a difficult situation. Rather, formulate your answer in a way that acknowledges workplace stress and explains how you've overcome it, or even used it to your advantage.

9. Describe a difficult work situation / project and how you overcame it.
The interviewer wants to know what you do when you face a difficult decision. As with the question about stress, be prepared to share an example of what you did in a tough situation.

10. What are your goals for the future?
This question is designed to find out if you're going to stick around or move on as soon as you find a better opportunity. Keep your answer focused on the job and the company you're interviewing with, and reiterate to the interviewer that the positions aligns with your long-term goals.

Adapted from: https://www.thebalance.com/top-interview-questions-and-best-answers-2061225

Bonus: Information Systems Interview Questions

In addition to those top 10 questions, below is a sample of technical questions that test your knowledge of IS. Many of these questions are like a verbal quiz about information systems. Others are more like miniature cases based on real situations in IS.

- **How has your education prepared you for your career?**
- **Why do you want to work at our company? Why Information Systems?**
- **What are the phases of software development life cycle?**
- **We use the following technologies at our place... Explain your experience with working on these.**
- **Here are a list of names and personal info in a dataset. You have ten minutes to create something interesting that will show us your analytic skills.**
- **How do you stay up to date on the latest technologies?**
- **How well do you document your work, so that someone else could easily pick up where you left off without having to consult you?**
- **How are companies being successful using social media?**
- **How is data analytics changing business?**
- **What are key elements of a company's cloud strategy?**

Adapted from: https://carey.jhu.edu/uploads/documents/Information_Systems_Interview_Questions.pdf

Production: Work in pairs. By turns, practice asking and answering the interview questions above based on your own information (you should refer to your cover letter and CV made in the previous 2 units). Ask for some feedback from your lecturer.

Project 3 Preparation:

Form of Test: Job Interview

1. Find an actual IS-related job vacancy advertisement.
2. Based on the advertisement, write your own CV and cover letter. Consult with your lecturer if necessary.
3. Practice answering possible job interview questions in relation to the position you are applying for.
4. Get ready on the test day with your CV and cover letter.

Presenting your IT/IS-related Products/Services

Warm-up: What do you know about company profile? Discuss in groups and brainstorm some ideas about it.

Listening: Now listen carefully to the following lecture and complete the information below.

Know how to Make or Create a Company Profile, Tips on Writing a Business Profile

Source: https://www.youtube.com/watch?v=dD8Rm4IEfGE

What is the speaker's name?

_____

The speaker's email:

_____

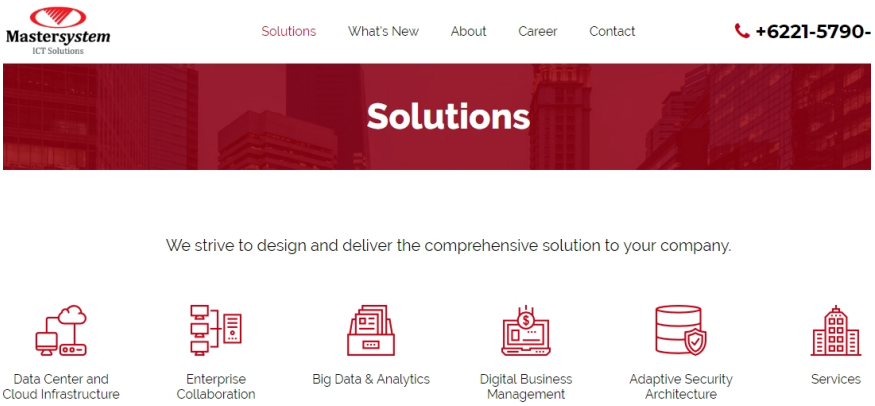
A business/company profile is a descriptor of:

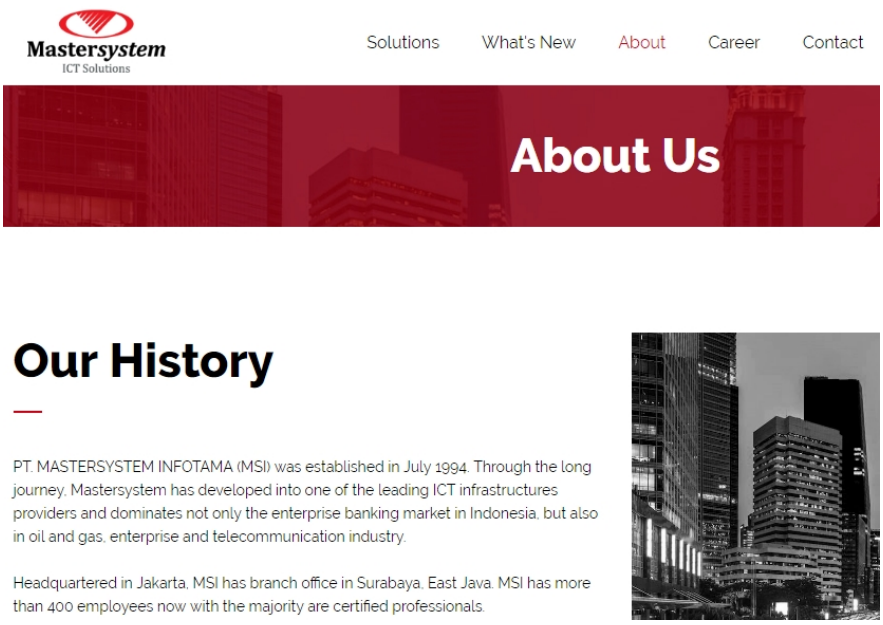
1. _____
2. _____
3. _____
4. _____

Details to include in a company profile:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Language Focus: Study following website of an ICT service company. What details are included on the company's website?





Source: http://www.mastersystem.co.id/

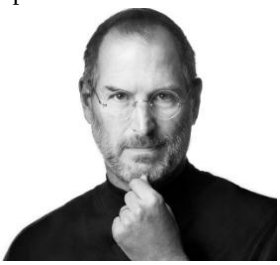
Practice: Work in groups of four or five students. Imagine that you and your group members will create one company that offers IT/IS-related products/services to your clients/customers.

1. Write your company profile on a piece of paper. Make it look attractive like a poster/brochure.
2. After it's done, stick it up on thewhiteboard so that other groups can see it.
3. When all the company profiles are already on the board, vote for the best profile. Every student can only vote for one profile, and he/she cannot vote for his/her own work.
4. Which one is the best profile in the class? And why?

Production: Based on the company profile you have written in the Practice section, create a website for your company. You might use a free website builder, like https://www.wix.com/ or https://wordpress.com/. Consult it with your lecturer if necessary, because later you're going to use the website for your **Project 4.**

Presenting your IT/IS-related Products/Services (Part II)

Warm-up: What do you know about this person? What characteristics make him a good public speaker?



Source: https://bbd-1tmxd3aba43noa.stackpathdns.com/data/images/full/209/jobs-jpg.jpg

Listening 1: Now watch the following presentation carefully and make a one-paragraph summary about it.

The best keynote of Steve Jobs: Introduction of the iPhone 2007

Source: https://www.youtube.com/watch?v=WTu95rhjeF4

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Peer-Feedback: Exchange your answer to Listening 1 with each other. Read it carefully and check whether his/her summary is similar to yours. Is there any point that your friend has missed?

Listening 2: Watch another presentation about Steve Jobs and identify at least 10 key techniques that he used to electrify his audience.

Present like Steve Jobs

Source: https://www.youtube.com/watch?v=2-ntLGOyHw4

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Discussion: Can you identify any other presentation techniques that might help you to present better in front of your audience?

Project 4 Preparation: Based on the website that you have created in the previous meeting, prepare a group presentation to introduce and promote your company. You should use the website as your presentation media. Before the Project 4 day, you may consult your website with your lecturer if necessary.