



GLOBAL ENTERPRISE
TECHNOLOGY

ECC 2010

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***CURRICULUM &
IMMERSION EXPERIENCE***

Powered by Syracuse University's collaboration with JPMorgan Chase & Co.

Presentation Outline

1. *The collaboration between JPMorgan Chase and Syracuse University*
2. *The Global Enterprise Technology (GET) Curriculum*
3. *The GET Immersion Experience*
4. *Expanding university and industry engagement*

Syracuse University -JPMorgan Chase Collaboration: Initial Statement (2007) of Purpose and Intent

World-Class Global Enterprise Technology

Drive innovation in university education and financial services technology, transforming the way technologists are trained and creating a sustainable model for world-class university-industry collaboration that delivers long term value to both organizations and the broader community (both local and global). In support of this vision, we will:

- Build an interdisciplinary and experiential learning curriculum for technologists that becomes known as the best in the world of its kind
- Collaborate on research projects of joint interest, develop "centers of excellence" in key technology areas which are recognized as such by our peers
- Foster knowledge sharing with other universities, industry partners and the community to extend the benefits of the collaboration and reach a wider audience of constituents

Synergy Across the Workstreams

Enable the curriculum:

- Provide "experiential learning" via internships & realistic course projects
- Bringing the "real world" into the classroom via guest speakers & course project reviewers



Fuels research:

- Easier collaboration and discussion "around the water cooler"
- SU faculty and students to work in a secure JPMC environment



Enhance curriculum & research:

- Research projects generate new and enhanced courses
- Curriculum focus trains/improves student researchers

The Foundation: The Global Enterprise Technology Curriculum

Interdisciplinary Content drawing from:

Information Management
Business Management
Engineering and Computer Science

Open Access:

Courses- no prerequisites
Students from any discipline
Employers in any sector
Multiple college institutions

Real-world Focus:

Strategy formulation
Experiential learning
Practitioner engagement
Best practice evaluation

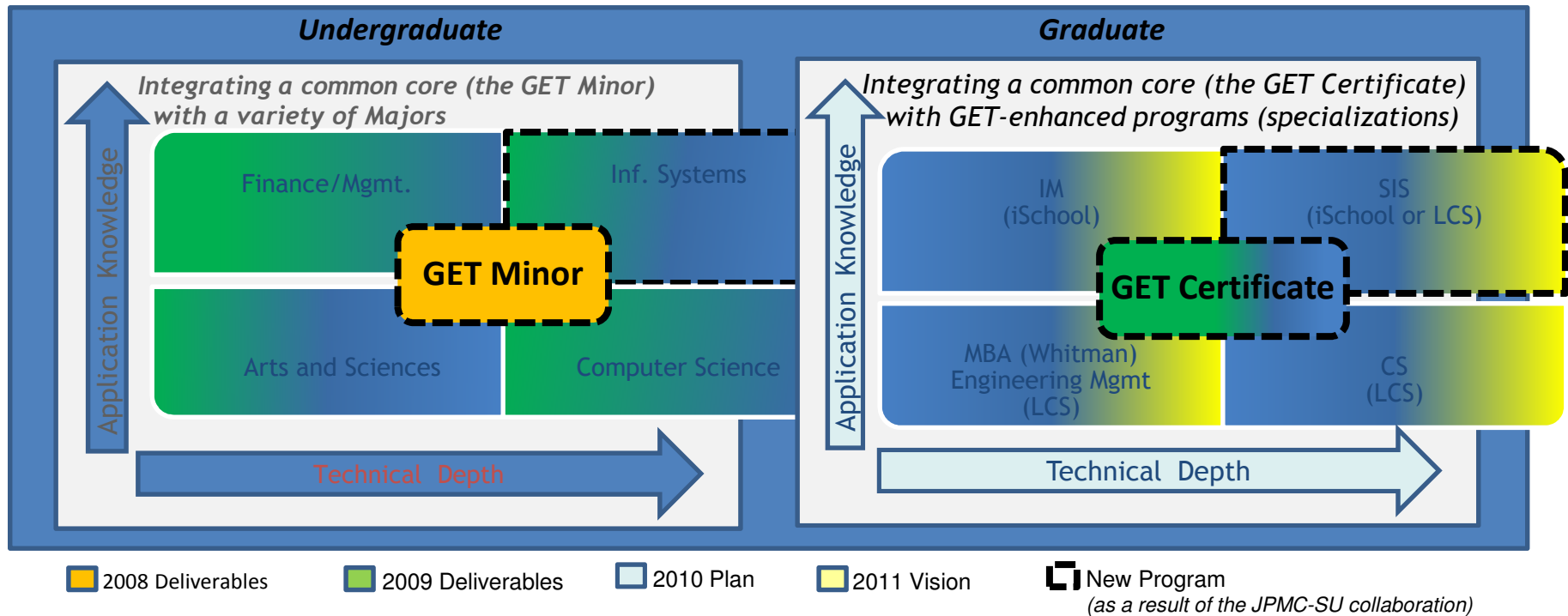


Global Enterprise Technology (GET) Curriculum Vision

For both undergraduate and graduate programs:

- There is a “core” set of courses taken by students with a variety of backgrounds
- The core is a recognized program (GET Minor, GET Certificate of Advanced Study)
- There are GET-related courses in several specific areas of focus (ex. majors) that focus on GET-concepts within the students specialization (these often have prerequisites and are not open to the general student population)

The GET Programs



Strategies for the GET Curriculum

Curricular mission:

GET is an interdisciplinary program focused on preparing students for successful careers in large-scale, technology-leveraged global operating environments.

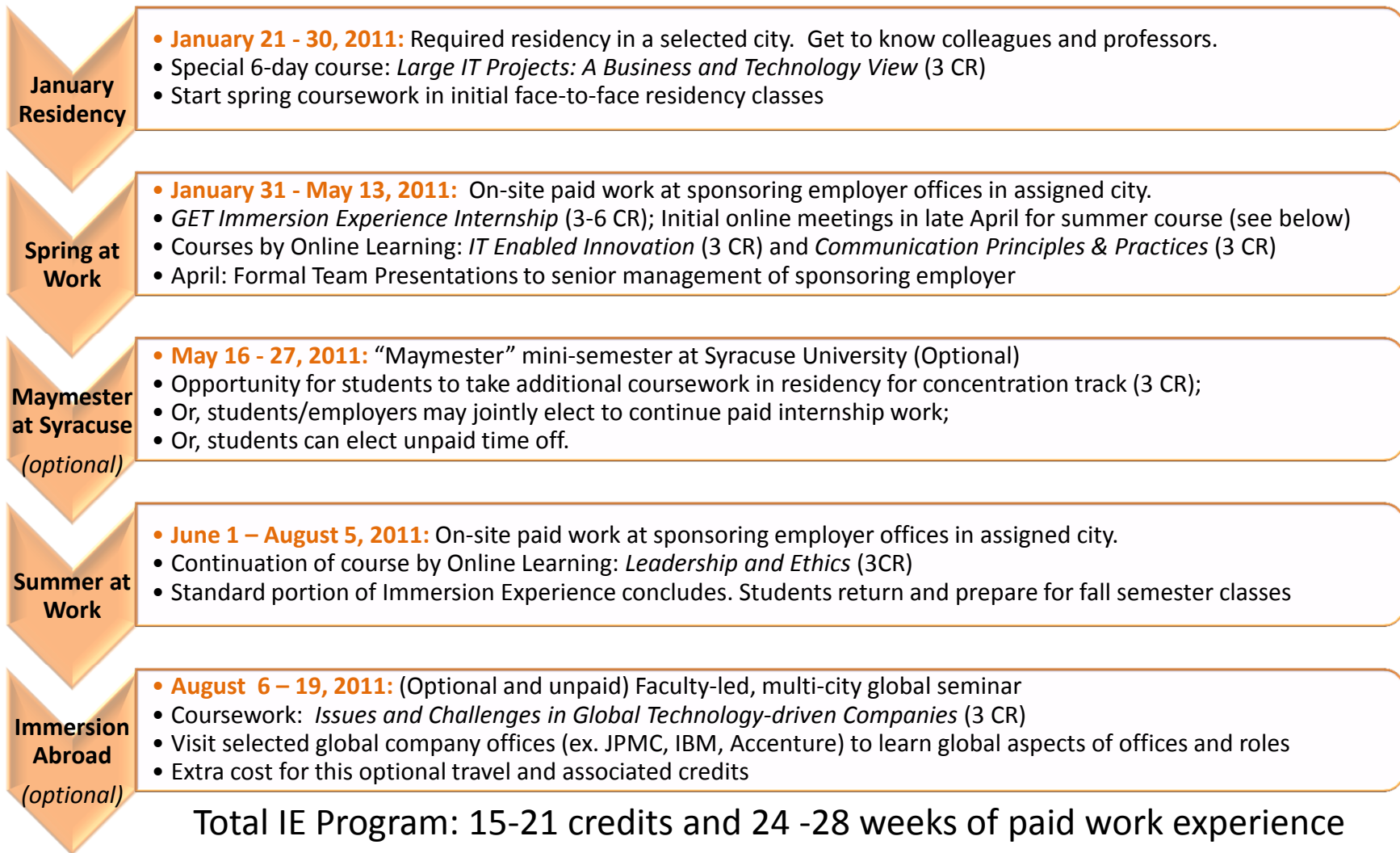
Focus on integration of the classroom and the global workplace:

Experiential, Problem Based Learning - Learn from multidisciplinary faculty and industry practitioners on class projects and paid internships that link theory and practice

Access to the world's practitioners – Engage through real-world case studies, guest lecturers, best-practice examples, contemporary approaches, perspectives from senior technology and business executives

The GET Immersion Experience – An integrated spring and summer learning experience combining course work and a paid internship over an extended period.

The 2011 GET Immersion Experience



Learning during the GET Immersion Experience

Discipline focus – based on a student’s major and interests:

- Core courses are common across the program
- Specialization can be achieved by course mapping to a student’s degree, as well as individual project assignments in core courses that align with the discipline focus

Examples of real-world problems in the courses:

Large IT Projects:

How does one “put into production” a large IT system – including analyzing potential technical and business risks as well as modeling the financial costs and value of that IT system.

IT Enabled Innovation:

How can new technology be leveraged within the corporation – including analysis of financial and organizational challenges

Communication Theory and Practice within a Global Enterprise:

How to thrive productively in large global teams dealing with cultural nuances.

Information Management :

- *Provides broad exposure to Global Enterprise Technology challenges – across systems and organizations*
- *Of interest to students with an “MIS” focus, but appropriate for any major – courses have no prerequisites.*

Business Management and Decision Making:

- *Focuses on the business value of information and how decision makers analyze options in the context of scale, global markets and the organization’s strategies. Appropriate for management, finance or business majors who want to broaden their skillset to include strategies for leveraging information technology.*

Engineering and Computer Science:

- *Provides hands-on software development, with a focus on software architecture, design and construction*
- *Appropriate for Computer Science majors and others wanting to have a technically-focused experience*

GET Immersion Experience Highlights

Internship – Experiential Learning

- 24-28 weeks of internship, January- August
- Fortune 500 company experience
- Paid, full-time internship
- Open to students from any college/university

Coursework/credits

- Participants may earn 15- 21 credits
- Residency sessions- January & May, supplemented with virtual classes throughout internship

Content Disciplines

- Information Management
- Business Management
- Engineering and Computer Science

Unique focus

- The impact of scale
- Interdisciplinary content
- Integrated internship/experiential learning model

Program and Student Support

Syracuse University:

- ✓ Coordination with the industry partners
- ✓ Review and recommendation of student candidates
- ✓ Student assistance for program application and course registration
- ✓ Coordination of transfer credit/Records and financial aid
- ✓ Program promotion: information sessions, resume workshops and promotional materials
- ✓ Course instruction

Affiliate School /University:

- ✓ Work with SU Administration to establish and facilitate the program
- ✓ Identify promotional opportunities on home campus
- ✓ Participate and assist in coordination of information sessions
- ✓ Identify career development resources for recruiting and placement
- ✓ Identify academic advising resources for credit transfer and degree mapping
- ✓ Nominate potential industry partners as GET IE employers

Preparing Students for the Immersion Experience

PLAN AHEAD!

Students need to plan for the GET Immersion Experience early in their coursework and degree programs. The required courses will be able to map best into degree requirements if advisors help them to plan for that early on.

QUALIFICATIONS:

Any Junior who has an interest in gaining a better understanding of how technology is deployed and managed in a large-scale organization is encouraged to apply for this opportunity. With proper approvals, Sophomores and Seniors can also join the program. Qualifications vary with the sponsoring firm, but generally will include:

- A strong academic record with a preferred minimum GPA of 3.2.
- Demonstrated interpersonal skills and an aptitude for leadership.
- The ability to communicate effectively at all levels, to multitask, and to solve problems creatively.
- Evidence of being self-directed, results-oriented, and customer-focused.
- Technical aptitude, which may include programming, requirements gathering, or infrastructure analysis or support.

THE STUDENT COUNTDOWN SEQUENCE:

September: Create resume; investigate GET Immersion Experience

October: Apply and Interview with employers for the Immersion Experience

November: Employers make final hiring decision for Immersion Experience participants

December: Start packing!



“Working with JPMorgan Chase & Co. was incredible, and far exceeded my expectations. The GET Immersion Experience provided exposure to the financial industry and the functions of a global organization, along with online curriculum, training, and networking opportunities.”

Katie Bennett '10 Information management and technology major, School of Information Studies (center), pictured with Matt Rose, '09 and Maxine Shaw '11 at their final presentation to the CIO of JPMorgan Chase in May 2009, the culmination of their GET Immersion Experience.

HOUSING:

Specific housing options are identified for each employer location. Students are provided a stipend to secure housing. Additional information will be provided when position postings are active.

Expanding University and Industry Engagement

University Partners

Universities (Curriculum / GET Extended Internships):

- University of Delaware (teaching in the GET Immersion Experience, contributing course content)
- Ohio State University (contributing course content to our repository), Immersion Experience)
- Georgia Institute of Technology (contributing course content to our repository)
- Pavia University (contributing course content for a newly developed SU course)
- Rutgers University (Immersion Experience)
- Immersion Experience 2011 discussions ongoing with a number of other Universities

Industry Partners

- IBM (Green Data center, Immersion Experience 2010, contributing course content)
- GE (Immersion Experience 2010)
- Cisco (guest Lectures, potential applied research with CISAT, Immersion Experience 2010)
- Bloomberg (Immersion Experience 2011)
- RSA / EMC (guest Lectures, potential research with CISAT), interest in Immersion Experience 2011)
- Symantec (Guest lecture)

Potential Industry Partners

- Accenture - (interest in Immersion Experience 2011)
- Ernst & Young - (interest in Immersion Experience 2011)
- Fidelity Investments - (interest in Immersion Experience 2011)

GET Curriculum Workshop

September 30, 2010 @ Syracuse University

*An exchange of ideas between educators and industry on practice-based learning in the **Global Enterprise Technology** domain. This interactive workshop will include:*

- A collaborative industry-academic idea exchange on educational requirements for 21st century technologists
- A deep dive into the state of the art in industry-academic practice-based learning
- An exploration of ways to expand the reach of practice-based learning collaborations to new industry partners and universities