

Undergraduate Award for Excellence in Business GIS

DESCRIPTION OF THE AWARD:

The Center for Spatial Business (CSB) **Undergraduate Award for Excellence in Business GIS** will honor outstanding course projects submitted by School of Business undergraduate students enrolled in the BSB (Bachelor of Science in Business) program core course **BUSB 433 – GIS for Business**. Description of this course project can be found in the model syllabus of BUSB 433 (drafted by Dr. James Pick, Jessica Rosales, and Mario Carreno) and is appended later in this document.

Since its inaugural year (2012), the award has been co-sponsored by a generous grant from School of Business alumnus Mr. Kazuo Takeda, Manager, Industrial Engineering, Disneyland Resort, and the Center for Spatial Business (CSB) founded within the School of Business in 2011.

The award will comprise of (i) an honorarium of \$500, and (ii) a framed certificate to the award recipient signed by the School of Business Dean.

ELIGIBILITY: The following conditions must be met for eligibility –

1. The student must be in satisfactory academic standing (as defined in the University of Redlands Catalog).
2. The student must be enrolled in BUSB 433 at a School of Business campus location ending before December 31, 2019. Students who are enrolled in BUSB 433 as an independent study and/or attempting to complete the course after previous failed attempts are not eligible for the award.
3. A student must be nominated by the instructor of BUSB 433 in whose course s/he was enrolled. A brief statement (no more than one page) nominating the student and attesting why the student is a worthy candidate for the award must be submitted by the instructor.
4. An instructor can nominate no more than two student projects from any single BUSB 433 course offering/cohort.
5. Group projects are not eligible.

CRITERIA FOR SELECTION:

Selection criteria include the following –

1. Does the student demonstrate understanding the fundamentals of business GIS commensurate with undergraduate standing? This can be judged by the feasibility of the project, use of appropriate terminology, definitions of terminology, appropriate use of spatial analysis using a GIS, etc.

2. Extent to which the project has discussed prospective costs, benefits and impacts of the GIS application.
3. Extent, appropriateness, and validity of usage of desktop or online GIS software such as ESRI's ArcGIS and/or Business Analyst Online for mapping and spatial analysis.
4. Extent to which the project has considered ethical, legal, and security implications (a learning outcome of BUSB 433) of the application?
5. Extent to which the project has considered management, planning, and strategic challenges (a learning outcome of BUSB 433) involved with the application of GIS in organizations?
6. Writing quality: Is the writing clear, coherent, fluid, and adhering to a clear structure? Is the project scope clearly explained and motivated? Is terminology clearly defined?

TIMELINE FOR AWARD:

1. **By January 31, 2020:** For Spring 2019 and Fall 2019 sections of BUSB 433, instructors will submit eligible student projects along with their own nomination letters to Dr. Avijit Sarkar (avijit_sarkar@redlands.edu).
2. **By February 7, 2020:** All award submissions will be sent to review by selection committee.
3. **By February 24, 2020:** The review and selection committee will select a winner.
4. **By March 4, 2020:** The winner will be notified and requested to attend a student scholarship/awards luncheon reception (date TBD) where the award will be presented by Dean Stuart Noble-Goodman.

REVIEW & SELECTION COMMITTEE:

This committee will be comprised of the following members –

1. Dr. James Pick, Director of GISAB.
2. Dr. Steven Moore, Director of Spatial Studies, University of Redlands.
3. Dr. Avijit Sarkar, Professor of Business, University of Redlands School of Business.
4. Adjunct Faculty Member in the IS/GIS/Analytics area, University of Redlands School of Business (TBD).

DESCRIPTION OF BUSB 433 COURSE PROJECT (DUE WEEK 8)

In the course project, you will select your own company or another real-world organization you are familiar with, and design a GIS application involving spatial and attribute data. You will think up, and design a new GIS/spatial capability. In your design, you need to describe the organization and indicate its operation, management, or functioning can benefit from spatial analysis through GIS.

1. What are the sources you recommend of GIS data?
2. How do you recommend that the GIS and its data be organized?
3. What spatial analysis can be done? What are the prospective benefits and costs of the GIS application?
4. How do you justify that the application offers competitive advantages? You are encouraged to bring in some relevant information systems concepts from BUSB 333 (Business Information Systems). One example of such a concept from BUSB 333 is Michael Porter's Five Forces framework for competitive IS. This could be applied to justify why the application is competitive for GIS.

5. You will need to go further than design of the GIS application, by testing part of your design with Business Analyst Online (BAO).
6. Please include several literature citations that you have consulted and that are relevant to your arguments.

The length of the paper is 6-7 text pages plus diagrams, illustrations, and BAO maps. Survey 123 can also be utilized. Data can come from Esri Living Atlas and other web sources.

Additional requirements for the course project to be considered for award:

- I. As indicated earlier, the length of the paper is 6 – 7 text pages with the following formatting requirements: single spaced, 12 pt font size, one-inch margin on each side. Double spaced papers that are no longer than 14 pages will also be accepted. Diagrams, illustrations, BAO maps, appendices, and bibliography are not part of the page limit.
- II. Award submissions must be accompanied by a student’s e-mail and an abstract (no more than 100 words).
- III. All citations must conform to APA citation style which is the default style for all BSB program documents.

WHAT TO SUBMIT:

A School of Business BUSB 433 instructor must submit the following:

1. Student’s BUSB 433 course project paper (cover page must contain student’s name, email address),
2. Nomination letter/e-mail attesting why a student is a worthy candidate for the award.

Send all submissions to Dr. Avijit Sarkar (avijit_sarkar@redlands.edu).

Submissions received directly from students without an instructor’s nomination will not be considered.

INFORMATION ON PREVIOUS YEARS’ WINNING SUBMISSIONS CAN BE FOUND AT:

<http://www.redlands.edu/study/schools-and-centers/business/center-for-spatial-business/student-excellence-awards/>

WHO TO CONTACT IN CASE OF QUESTIONS:

Avijit Sarkar

Professor

Interim Director, Center for Spatial Business (CSB)

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