

**TIM 101 Term Paper: Instructions for creating “Term Paper, Part A”
(due in class on 05/11/2017)**

First, select one topic from (a) the first four (including today’s) presentations in Spring 2017:

1. Is Corporate Research Dead?

Roy Levin, former Director, Microsoft Research Laboratories, Mountain View

2. How Xantrion Works

Dian Lara, Recruiter, Xantrion

3. Product Management and Marketing at Cisco

Tom Freeman, Technical Marketing Engineer, Cisco

4. Building a Silicon Valley Start-Up

Ralph Eschenbach, Former CTO, Trimble Navigation

For the term-paper topic you have selected write a **1200-1500 word draft (5-7 double-spaced pages)** using the process and structure described below:

- **Outline:** Before writing the paper, **create an outline** for the paper based on the structure for the term paper described in the next four bullets. **You must attach your outline at the end of your paper.** Carefully read the next four bullets before creating your outline.
- **Divide** your paper into sections and subsections, each with an **appropriate heading**. Each paragraph should only contain one idea, which is clearly stated at the beginning of the paragraph, and then developed in the paragraph. The next three bullets describe how the sections are organized.
- **Set-up of a theme for your paper (1-2 paragraphs):** Develop a creative, thought-provoking **theme** or **hypothesis** for your paper. This theme should be within the context of the (clearly stated) key product/technology, and/or business/management, and/or commercialization issues addressed in the speaker’s presentation.
- **Develop the theme (8-10 paragraphs).** Develop your theme or hypothesis with suitable arguments, supported by **evidence** and **examples**. Be sure that the technology issues (e.g., a company’s technology and product line) and business issues (e.g., marketing and sales strategy) that you discuss are clearly related to the specific context of the speaker’s presentation (e.g., how distribution channels are used to market products, etc.). Provide several concrete examples (e.g., examples of successful research projects at Microsoft, Seagate’s markets and products, etc.).
- **End the theme (1-2 paragraphs):** Re-examine your theme or hypothesis. Does it still stand; does it need to be refined, or changed? What conclusions can you draw from this seminar presentation relative to the development, management, and commercialization of technologies and products? What are the technology, business, and management challenges and opportunities going forward?
- Use the following **sources of information** in writing your term paper:
 - Your own class notes
 - The speaker presentations on the TIM 101 class website:
<https://tim101-spring17-01.courses.soe.ucsc.edu/>
 - Brief Internet and library research on relevant companies and topics.
- Hand in the completed term paper, Part A, in-class on Thursday, 11 May, 2017 (05/11/2017).