

## Center for Business GIS and Spatial Analysis (GISAB) Undergraduate Award for Excellence in Business GIS

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### DESCRIPTION OF THE AWARD:

The Center for Business GIS and Spatial Analysis (GISAB) **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 master syllabus of BUSB 433 (drafted by Dr. James Pick) and is appended later in this document.

In its inaugural year (2012), the award was co-sponsored by a generous grant from School of Business alumnus Mr. Kazuo Takeda, Manager, Industrial Engineering, Disneyland Resort and the Center for Business GIS and Spatial Analysis (GISAB) 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<sup>1</sup> (as defined in the 2012-2014 University of Redlands Catalog, pp. 287).
2. The student must be enrolled in BUSB 433 at a School of Business campus location ending before December 31, 2016. 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.

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<sup>1</sup> A student who is making reasonable progress toward graduation (measured by completed credits toward graduation) and who is not subject to academic probation or academic disqualification is considered to be in good standing. A minimum cumulative GPA of 2.00 in all work taken at the University and in the major is necessary to graduate.

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? Are terminology clearly defined?

TIMELINE FOR AWARD:

1. **By July 20, 2016 (for Spring/Summer 2016 sections) & by January 20, 2017 (for Fall 2016 sections):** BUSB 433 instructors will submit eligible student projects along with their own nomination letters to Dr. Avijit Sarkar ([avijit\\_sarkar@redlands.edu](mailto:avijit_sarkar@redlands.edu)).
2. **By January 31, 2017:** All award submissions will be sent to review and selection committee.
3. **By February 28, 2017:** The review and selection committee will select a winner.
4. **By March 4, 2017:** The winner will be notified and requested to attend a Scholarship/Awards Luncheon reception (date TBD) where the award will be presented by the School of Business Dean.

REVIEW & SELECTION COMMITTEE:

This committee will be comprised of the following members –

1. Dr. Avijit Sarkar, Director of GISAB.
2. Dr. Steven Moore, Director of Spatial Studies, University of Redlands.
3. 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 types of spatial analysis can be done?
4. What are the prospective benefits and impacts of the GIS application?
5. 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.

6. It is recommended that you will go further than design of the GIS application, by testing part of your design with Business Analyst Online (BAO).
7. 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. You will also present a five-minute report in the final class session.

Please note that a half page project proposal and work plan is due to be e-mailed to the instructor by 6 p.m. on the day before Session 3. A brief oral report on each proposal will be done in class for Session 3, in order to get feedback from the whole class.

**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](mailto: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/academics/school-of-business/15484.aspx>

WHOM TO CONTACT IN CASE OF QUESTIONS:

Avijit Sarkar

Professor and Director, Center for Business GIS and Spatial Analysis (GISAB)

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