

# Management Information Systems

## The MISA Newsletter is back!

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The mission of the SJSU MIS Association is to provide a professional atmosphere for MIS students to receive support from advisors and leaders, obtain academic and career advice, meet industry professionals, gain access to work opportunities, develop MIS skills with hands-on projects and training, get involved with social events, network with peers, meet new people, and learn more about MIS.

We at MISA try to deliver all this in a fun and friendly manner. This newsletter is a step in that direction; to bring you up-to-date on some exciting things that we are doing and some yet to come.

Hello readers, this is my first newsletter however I am very confident I will be able to conjure the most valuable information to share with all of you. This newsletter will be sent out once a month for the upcoming semester and will also be available online through MISA's website. Keep up with the newsletter to find out about upcoming events and recent happenings in MIS and around SJSU.

If you have any questions, concerns or would like to send us feedback on what you might prefer to see in the newsletter please feel free to email myself or MISA.

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## MISA Upcoming Events!!

March 12th — Tech Museum Tour (3-4pm) IMAX Movie (4-5pm)

Don't miss this rare chance to go watch a breathtaking movie in the San Jose IMAX's dome theater and get a free tour of the tech museum while your at it. There are currently MIS internship opportunities at the tech museum so be sure and come by.



March 20th — 11:00am-5:00pm



The MIS Association is planning a special outing for all members to go Paintballing! Equipment and farm entrance fees are covered by MISA, so come out and enjoy!

April 13th — 12:00pm-3:00pm

Microsoft Event: Discovering Dynamic Tools. The MIS Association will be holding an informative session on dynamic tools presented to you by Microsoft.

March 26th — 7:00pm-11:00pm

Halo Tournament! Console Only! Whether you love Halo and want to come out and compete or not be sure and drop by to our first ever Halo Tournament!

For more information about current and upcoming events visit [www.sjsumis.org](http://www.sjsumis.org)

## The President's Message

During the Fall semester of 2009, the board members of the MIS Association (MISA) chartered one of the first Association of Information Systems Student Chapters (AISSC) at San Jose State University. AISSC furnishes a stronger platform to create a global community of IS students. By being a part of AISSC, MIS students are exposed to numerous student interactions with AIS chapters across the globe. This provides an understanding of our IS industry, and offers networking opportunities through international conferences and competitions. Effective March 1<sup>st</sup>, 2010, all MISA members will receive login credentials to the AIS eJournal containing the

latest IS industry research, and also gain access to the job placement database in IS academic positions. Please visit <http://students.aisnet.org> for more information.

As you know, the Spring Semester is well underway, and we are very excited to have you join us at our many upcoming events. Upcoming events include our Halo tournament, paintball, software workshops, and Company Tours. UC Santa Cruz (UCSC) Information Systems Management Association (ISMA) will be joining us for a second



MISA partners with UC Santa Cruz ISMA for the LLNL Tour (photo courtesy of Melissa Cruz, MISA Historian)

## MISA Presidents Message Cont..

semester of collaborative social events. This will be our second semester partnership with the UC Santa Cruz (UCSC) Information Systems Management Association (ISMA,) and we look forward to having joint company tours and social events within the following months.

Last semester MISA and UCSC ISMA embarked on a tour of the Lawrence Livermore National Laboratories (LLNL). The LLNL tour started with a brief history of the labs by former LLNL scientists. We viewed the National Ignitions Facility (NIF) which “will begin experiments that will focus the energy of 192 giant laser beams on a BB-sized target filled with hydrogen fuel. NIF's goal is to fuse the hydrogen atoms' nuclei and produce net energy gain – the same fusion energy process that makes the stars shine and provides the life-giving energy of the sun.” (<https://LLNL.gov>) Additionally, we were given access to enter the lobby of the supercomputer building. BlueGene/L has exceeded the computing record of 100 teraflops by computing at 135.3 trillion floating point operations per second. Although BlueGene/L holds the current record, their latest build is Sequoia, “the most powerful supercomputer in the world and will be approximately 10 times faster than today's most powerful system.”(<https://asc.llnl.gov>)

MISA has been very fortunate to have such a strong partnership with UCSC ISMA, and I look forward to strengthening this partnership through future events.

As we move forward through the semester, I greatly encourage all members to attend our upcoming professional and social events scheduled for our Spring Semester ! Fully participating in MISA events provides unique experiences to gain new information about the IS field while interacting with your colleagues in a casual, social setting. Thank you again for supporting MISA!

Jon Roldan  
2009-2010 President, SJSU MISA



## Internship programs can lead to full-time employment even during economy crisis

If you are an undergraduate student and you worry about what type of jobs you will be getting once you finish school, stop worrying and start applying for internship programs. “In this economic climate, people still want to get entry-level hires but don't have the budget, so they're trying candidates as interns and looking to hire them afterward,” says Adeola Ogunwale, CollegeGrad.com's director of marketing and public relations.

Most companies when looking for interns focus on top qualities such as good communication, ability to interact with different people, teamwork, professionalism, integrity and empathy. Companies that hire a significant number of interns have programs they've developed over many years, with precise recruitment operations that reach out to numerous college campuses and structured training and orientation sessions. Interns in such programs become very involved with

the corporate world, acquiring professional experience and even gaining the opportunity to work with executives. Additionally interns have the benefit of an understanding that a successful internship can lead to a full-time job offer after graduation. An internship can be a golden investment for those seeking to start down the road to a career as well as for those who just want to earn a few bucks over several months.

CollegeGrad has done an ample survey of business that use interns and compiled 213 companies hiring more interns this year than anyone else in America. If you are interested on getting more information about internships visit [College-Grad.com](http://College-Grad.com) website.

Damaris Sardenberg  
Newsletter Editor



Expanding your horizons !

## Tech News: iPad vs. The Kindle

Late last month Apple introduced their newest product, the iPad, to the market. In short it's nothing more than an innovative large screen iPod touch. The iPad does not yet have Wi-Fi or 3G capabilities; however Apple does plan on incorporating those features in the device later this year.

On the other side is Amazon's Kindle, which was first released in 2007 and has struggled to gain attention from consumers. It is much simpler than the iPad and is more of a elec-



tronic literature reader. The iPad however is capable of playing music, storing photos, videos, notes, potentially browsing the web and other things.

The lowest priced iPad model runs for about \$499, whereas the Kindle is listed at \$259. So if you're looking for a simple e-reader minus the bells and whistles for a low price, then the Kindle is the way to go. However for an additional \$240 one can easily get an iPad and enjoy the many features that set it apart from the Kindle.

Even as critics may argue that the iPad does not

have multitasking abilities, an HDMI output, flash capabilities, 3G capabilities and other things, one must remember that the Kindle does not either. Granted the iPad could be much better than it currently is, it is still much better than the Kindle.



Bottom line the Amazon Kindle has everything to lose while with the introduction of the iPad. I would anticipate Amazon to try and lure consumer by using their website and market-

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place in conjunction with the Kindle. Time will tell if the iPad is as big a failure as its name or if it can wipe readers like the Kindle from the market for good.



## Featured Faculty Profile: Shailaja Venkatsubramanyan

This month's faculty spotlight falls on a very dynamic MIS professor who brings much more than just teaching and knowledge to San Jose State. Mrs. Venkatsubramanyan, better known as "Shai" by her students has been an integral part of the SJSU MIS program and has been teaching here for almost six years. She came to San Jose State with a very extensive educational and respectable working background. Shai attained what's known as the Bachelor of Commerce degree (Business degree) in India, and then later went on to get her Masters in Accounting Information Systems from Virginia Tech. However during her time at Virginia Tech she realized she wanted to know more about Information Systems so she went on to pursue her PhD. in I.S. from the University of Arizona.

Having originally studied accounting, Shai's first job was with PricewaterhouseCoopers in India. She later went on to teach at the University of Tulane, but because her family was in California she moved back out West and began working for a knowledge management startup named Kanisa. After three years at Kanisa she decided to head back to teaching because according to her "academics gives you the freedom to actually teach and as well as do research in a variety of topics".

It's obvious that Professor Shai likes to teach however she also has a

strong interest in research and continues to research even as she teaches multiple classes. Some of her research is done with the help of normal SJSU students, while she also collaborates with other MIS department faculty like Professor Leslie Albert, and Department Chair Tim Hill. Of the many topics she has researched some titles include, how people form impressions of themselves on the web, how to extract metadata efficiently from large quantities of information, or how much the web is an accurate reflection of reality. Of course these are just a few of the topics, however more information about her research can be found through her college of business website.

When I asked what she recommended MIS students do outside of their education requirements to enhance their skills she mentioned three things. She emphasized the need for students, especially in the MIS department to keep up with technology as well as business news. The second was to network with others in the field and take advantage of the fact that we are in the Silicon Valley and have resources most people don't. Finally she said to continue learning and improving small skills outside of the classroom, even if that means learning small bits of a programming language every day.

To find out more about Professor Shai, visit <http://www.cob.sjsu.edu/venkats/>

## Google searches for MIS students at SJSU!

For the first time in SJSU history, Google made a special visit to our campus specifically in search of MIS and IS students. They came looking for any graduating seniors interested in a internal technology residency program which spans over 26 months and teaches everything about supporting Google's own internal technology.

An information session was held on February 9th at the Almaden room, where approximately 58 students lined up prior to the Google teams arrival. Many were dressed in professional attire and were hoping to leave a lasting impression of themselves on anybody wearing a Google shirt. Approximately twenty minutes prior to the scheduled start time, a team of 5 "Googlers" walked past the line of SJSU hopefuls and began setting up in the room. What initially seemed like a formal information session turned out to be a much more comfortable and welcoming environment as the "Googlers" greeted students with stickers, pizza, and other refreshments.

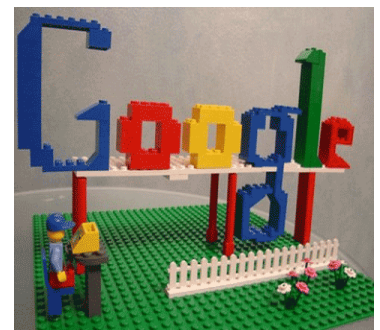
After brief introductions from all the presenters, the Google team quickly dove into the specifics of the program and explained to students everything about the pilot residency program. They broke it down into three sections, training and development, front-line support, and internal rotation. In training and development participants would be taught things like networking/infrastructure, hardware, mobile device management, system administration, project management and other things. The core of this first part of the program not only teaches necessary subjects but also points students in the direction of their career goals.

The second part consists of front-line support which introduces students to all forms of desktop and mobile operating systems. Finally, the last section of the program is probably the most appealing as it involves traveling overseas to different Google locations. Internal rotation is designed to teach students how to deal with diverse environments and different users.

The information session ended with a short but broad question answer session, after which students lined up to personally hand in their resumes. The entire event was a tremendous success and could potentially get even better if SJSU students are chosen to take part in the program. Applications for the program are still being accepted, so if you are interested please refer to the link below.

To apply for the Google Internal Technology Residency Program please visit:

[www.google.com/jobs/students/ITRP](http://www.google.com/jobs/students/ITRP)



## Recent Activities & Upcoming Agenda



To find out more about recent activities, events, or to sign up for MISA, visit <http://sjsumis.org> today!

The newly renovated site also features pictures from events and will provide you with the latest in MISA information.

### Upcoming Agenda:

- Mar. 12 IMAX Dome & Tech Museum
- Mar. 18 Kaiser Innovation Lab
- Mar. 20 MISA Paintball
- Mar. 26 Halo Tournament

Always check the MISA website for most updated information.

<http://sjsumis.org/>

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SJSU MISA

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<http://www.twitter.com/>

## MISA Information

This newsletter is a publication of MIS Association, the students body of department of Information Systems, San Jose State University.

This issue has been designed by Damaris Sardenberg & edited, and published by Nirav J Patel, editor MISA, in consultation with Dr. Nitin Aggarwal, faculty adviser, MISA. If you have any questions or comments, you can write to us at MIS Association

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### 10 Reasons why you should join MISA?

1. Develop yourself in a professional business atmosphere. Take advantage of global AIS resources.
2. Form lasting bonds with colleagues, successful alumni, and faculty.
3. Keep up to date with the latest information on products, software, and technological advances in the IS field.
4. Opportunities for future careers & internship .
5. Associate yourself with like minded individuals who strive for success.
6. Free 232 Microsoft titles including Windows 7 professional
7. Free & Fun social events that include: pizza, bowling, and more networking!
8. Potential leadership opportunities.
9. A chance to build a stronger resume.
10. Supportive career advice & Business Etiquette from the MISA faculty & seasoned members.

If you want to become a MISA member visit our website: <http://sjsumis.org>

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