

GROUP PROJECTS

CASE 9: MAKING THE CASE WITH PRESENTATION SOFTWARE

Information Technology Ethics

Management at your company is concerned about the high cost of computer crime, from lawsuits over e-mail received to denial-of-service attacks and crackers breaking into the corporate network to steal information. You've been asked to make a presentation to inform your colleagues. Develop a presentation using a presentation package such as Microsoft's PowerPoint.

You can choose your presentation's emphasis from the following topics:

- Ethics as it relates to IT systems
- Types of crime aimed at IT systems (such as viruses)
- Types of crime that use IT systems as weapons (such as electronic theft of funds from one account to another)
- Security measures, how good they are, what they cost, how expensive they are to implement
- Electronic monitoring of employees (from employer and employee standpoints)
- Collection and use of personal information on consumers

Sources of Information

- In the file ETHICS.doc, you'll find sources for the topics listed above.
- The Web is a great place to find lots of information.
- Most business publications, such as *Business Week*, *Information Week*, *Fortune*, and *The Wall Street Journal*, frequently have good articles on ethics, cyber-crime, and security. You can get some of these articles on the Web.
- General news publications such as *Newsweek* and *USA Today* print articles on these topics.

Your task is to weave the information you find into a coherent presentation using graphs and art where appropriate.

Some Particulars You Should Know

1. Content Principles
 - Each slide should have a headline.
 - Each slide should express one idea.
 - Ideas should follow logically.

2. Design Principles

- Follow the “Rule of 7,” which dictates no more than seven lines per slide and seven words per line.
- Keep it simple.
- Keep it organized.
- Create a path for the eye.
- Divide space in an interesting way.
- Use at least 30-point type.
- Use colour and graphics carefully, consistently, and for a specific purpose.
- Use high-contrast colours (black/white, deep blue/white, etc.).

3. File: ETHICS.doc (Word file).