San José State University ~ Lucas Graduate School of Business
Master of Science in Transportation Management

MTM 283: MSTM Capstone - Project Design
Fall-B 2021

Course and Instructor Contact Information

Instructor:	Asha Weinstein Agrawal
Office Location:	Mineta Transportation Institute 210 Fourth Street, 4th Floor San Jose, CA
Email:	asha.weinstein.agrawal@sjsu.edu (fastest contact method)
Telephone:	408-924-5691
Office Hours:	TBD
Class Day/Time:	Mondays, 5:30 – 9:30 pm, on October 11, October 18, October 25, November 15, and December 13
Classroom:	Online (Zoom)
Prerequisites:	Completion of 21 units towards the MSTM degree
Course website:	Canvas (https://sjsu.instructure.com/courses/1431956)

Course Format

Students must have regular access to email and the internet in order to communicate with the instructor, submit assignments, and engage in other class activities.

Students will join class using SJSU Zoom. Be sure to:

- Be in a quiet room without distractions (e.g., no family members or colleagues walking through or asking questions)
- Have stable internet access
- Use a video camera and good quality microphone so that you are seen as well as heard

- Follow good "meeting etiquette" principles (one such list: https://blog.gotomeeting.com/7-rules-virtual-meeting-etiquette-every-professional-know/)

Plan to join at least ten minutes before 5:30 pm, to make sure you are ready when class begins. (The very first time you join from a new computer or device, allow extra time for set-up.)

The university has tutorials on how to use Zoom here: http://www.sjsu.edu/ecampus/teaching-tools/zoom/index.htmlMYSJSU

Notification about Class Recordings:

All class sessions are audio and video-recorded through Zoom. The Zoom recordings will be available to registered students, on request, for personal use only. Recordings may not be shared.

Messaging/Course Communications

Course materials will be posted on the Canvas Leaning Management System (http://sjsu.instructure.com).

You are also responsible for regularly checking the email address associated with your MySJSU account in order to learn of any course updates.

Course Description

Advanced policy or program evaluation design and proposal writing. Students conduct background research and develop a Policy or Program Evaluation Plan that demonstrates their capacity to do independent research, analysis, and writing about a complex transportation management problem.

MSTM Program Goals

(*Note:* Not all program learning goals are covered in every course)

1. Transportation Systems and Society: Craft management decisions that integrate knowledge of multi-modal transportation, social, and environmental systems

2. Innovation: Develop innovative solutions for transportation management challenges

3. Leadership: Develop high-impact leadership styles and competencies (traits, skills, behaviors)

4. Communications: Communicate effectively with a diverse workforce and citizenry.

5. Analytics: Identify and evaluate transportation management issues using appropriate data and analytical methods

Course Learning Outcomes

This course is the first part of the capstone experience for MSTM students. In MTM 283, students develop the skills and knowledge to complete a plan for a policy or program evaluation or similar analytical management project. Course content covers how to frame effective evaluation questions to guide a program evaluation, identify appropriate literature relevant to an evaluation topic, and determine appropriate data sources and analysis methods. In addition, students deepen their skills at professional writing and providing constructive feedback on writing to peers.

Through the MTM 283 coursework, students develop their ability to:

1. Conceptualize a program or policy evaluation project that has a precise evaluation question and methods that are feasible and credible

2. Identify and summarize appropriate professional literature relevant to a proposed area of evaluation

3. Prepare written reports with clear and compelling prose (tables, charts, etc.), in a style appropriate for a transportation manager

4. Prepare constructive, tactful feedback to help peers improve their writing

Required Texts/Readings

Students must purchase one required text: Kate L. Turabian's *A Manual for Writers of Research Papers, Theses, and Dissertations,* 9th ed (Chicago: University of Chicago Press, 2018). New copies can be purchased for about $15.00.

There also will be short readings in electronic format provided on Canvas or available through the SJSU library.

Library Liaison

The Library Liaison for the Lucas Graduate School of Business is Christa Bailey (christa.bailey@sjsu.edu). Students may contact her to request research assistance.

Course Requirements and Assignments

Students complete most work for this course independently, with the instructor providing feedback through one-on-one meetings. In addition, students must attend five class sessions that cover course material applicable to all students.

The core class requirement is to prepare two drafts and a final version of a policy or program evaluation plan. The final evaluation plan will include a clear description of the evaluation question(s) to be answered, the intended audience for the final project, a well-evidenced explanation of why the intended audience would want to read your final report, a detailed plan for the evaluation methods (data sources and approach to the analysis), an annotated bibliography, and a work plan for completing the project in MTM 290.

The following table lists all required class activities.

Assignments and Activities	Learning Objectives Covered
Draft Evaluation Plan #1	1, 2, 3, 4
Discussion of Draft #1 with Asha	1, 2, 3, 4
Peer Feedback for Draft #1	1, 2, 3, 4
Draft Evaluation Plan #2	1, 2, 3, 4
Discussion of Draft #2 with Asha	1, 2, 3, 4
Peer Feedback for Draft #2	1, 2, 3, 4
Discussion of Draft #2 with writing consultant Sian Sloan	3
Final Evaluation Plan	1, 2, 3, 4
Evaluation Plan Lighting Talk (oral presentation with slides)	1, 2, 3, 4
Participation in discussions during class and on Canvas	1, 2, 3, 4
Short homework assignments	3

Due dates for all assignments are listed below, in the course schedule.

Additional details about each assignment will be shared on Canvas.

Grading Information

MTM 283 uses a Credit/No Credit (CR/NC) grading structure. To earn CR, a student must complete all assignments <u>and</u> receive a passing grade (B- or better) on the Final Evaluation Plan assignment.

The late penalty on the Final Evaluation Plan is one third of a letter grade (e.g., from an A- to a B+) for each day late.

> Students who do not complete a good-quality Final Evaluation Plan will **fail the course** and must retake it before registering for MTM 290.

Planning Ahead for MTM 290

Students are expected to continue data collection independently between the end of MTM 283 and the beginning of MTM 290. By the time you begin MTM 290, all of your data should be collected and you should be very familiar with their contents. For example:

- Any planned interviews are done, and you've had a chance to review/thoughtfully examine your notes or transcripts.
- Any planned documents for review have been gathered, read, and you've had a chance to review/thoughtfully examine the information.
- Any planned quantitative data has been gathered and cleaned for analysis, and you've had a chance to explore the data and even run some preliminary tests.

The more familiar you are with your data at the start of MTM 290, the more effective your in-depth analysis will be. Your first major assignment is due less than two weeks into MTM 290, and in order to complete that assignment, you will need to have made a fairly decent effort towards analyzing your data.

Plagiarism and Citing Sources Properly

Plagiarism is the use of someone else's language, images, data, or ideas without proper attribution. It is a very serious offense both in the university and in your professional work. In essence, plagiarism is both theft and lying: you have stolen someone else's ideas, and then lied by implying that they are your own

> **Plagiarism will lead to grade penalties and a record filed with the Office of Student Conduct and Ethical Development. In severe cases, students may also fail the course or even be expelled from the university.**
>
> **If you are unsure what constitutes plagiarism, it is your responsibility to make sure you clarify the issues <u>before</u> you hand in draft or final work.**

Common types of plagiarism that you should be careful to avoid include:

- Using a sentence (or even a part of a sentence) that someone else wrote *unless* you identify the language as a quote by (1) putting the text in quote marks and (2) referencing the source.
- Paraphrasing somebody else's theory or idea without referencing the source.
- Using a map, picture, or table without referencing the source.
- Using data without referencing the source.

The University of Indiana has developed a helpful website with concrete examples about proper paraphrasing and quotation: https://plagiarism.iu.edu/index.html.

You are encouraged to use TurnItIn.com as a tool to help confirm that there is no plagiarized text in your assignments, so that you can fix any potential problem text *before* formally submitting

the assignment. When you submit writing assignments to Canvas, TurnItIn.com will generate a "Similarity Report" that highlights all text that TurnItIn.com identifies as *possibly* plagiarized. The report will also give you a "score" that shows how much text has been flagged. Please note that the TurnItIn.com similarity reports are helpful but not perfect – they tend to highlight lots of material that is not actually plagiarized, and the reports can also potentially miss problematic text. Therefore, I strongly recommend that you completely ignore the numeric score and instead carefully review all text that is highlighted in the Similarity Report to check if any of these sections need revision.

Be sure to submit draft papers to Canvas before the assignment due date, so that you can check the TurnItIn.com similarity report and make any needed revisions before the assignment is due. It may take a few hours for the Similarity Report to be produced. If you submit a draft for this purpose, add a note in Canvas that says something like "draft only – not for review."

For instructions on how to find your TurnItIn.com reports in Canvas, see https://help.turnitin.com/feedback-studio/turnitin-website/student/the-similarity-report/accessing-the-similarity-report.htm.

> If you still have questions about citing sources and paraphrasing appropriately after using these online resources, make an appointment to discuss your questions. There is nothing wrong with asking for help, whereas even unintentional plagiarism is a serious offense.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at http://www.sjsu.edu/gup/syllabusinfo/"

Lucas College and Graduate School of Business Mission

We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.

MTM 283 Course Schedule

Schedule subject to change with advanced notification in class and/or in Canvas

October 11 Class #1	Class activities	Overview of the course, principles of policy evaluation, designing an evaluation question, finding professional and scholarly literature
		Guests: • Sian Sloan, Writing Consultant • Capstone veterans Eileen Hsu Lindsay Decker, MSTM '21
	Reading due:	Turabian: "Chapter 2: Defining a Project: Topic, Question, Problem, Working Hypothesis"
	Optional:	TRB Webinar: "TRID Searching" (1-hour video) "Librarians Do Gaga" (5 minute video spoofing "Poker Face")
October 15	Work due:	Discussion 1: Let's Get to Know Each Other
October 18 Class #2	Class activities	Evaluation design, continued
		Guest lecture from Dan Moshavi, Dean of the SJSU Lucas College and Graduate School of Business: "Leadership in Turbulent Times" (5:45 – 6:30 pm)
	Work due:	Draft Evaluation Plan #1 (by class time)
	Optional:	Robert Caro's "The Secrets of Lyndon Johnson's Archives: On a Presidential Paper Trail," *New Yorker*, January 21, 2019

October 25 Class #3	Class activities	Writing skills for transportation managers Other topics TBD
	Work due:	Homework #1: Using Sources Ethically Homework #2: Criterion Memo Complete Draft #1 discussion with Asha Complete Draft #1 discussion with your Peer Feedback Group
	Reading due:	Turabian: "Chapter 11 Revising Sentences" "Chapter 3: Paragraphs" in *The Little, Brown Handbook,* 5th edition (pdf in Canvas)
	Optional:	George Orwell, "Politics and the English Language," *Horizon*, April 1946. Patricia Nelson Limerick, "Limerick's Rules of Verbal Etiquette" (pdf in Canvas) Alex LeRoy, "The Language of Self-Driving Cars Is Dangerous—Here's How To Fix It," *The* Drive*, May 9, 2018 Karin Wulf, "Could Footnotes be the Key to Winning the Disinformation Wars?" *Washington Post*, August 29, 2019. Anna Brown, "How We Check Numbers and Vacts at Pew Research Center," *Decoded* (Pew Research Center), August 14, 2019.
November 8	Work due:	Draft Evaluation Plan #2
November 15 Class #4	Class activities:	Next steps with the evaluation plans, information design, citation formatting
	Work due:	Homework #3: Citation Formatting Homework #4: Designing Effective Tables and Charts Draft #2 discussion with Professor Agrawal Draft #2 peer feedback activity
	Reading due:	Turabian: "Chapter 8: Presenting Evidence in Tables and Figures" and "Chapter 15: General Introduction to Citation Practices" Chapters 2 and 4 from Edward Tufte's book *The Visual Display of Quantitative Information* (pdf in Canvas)
	Optional:	Lena V. Groeger, "How Information Graphics Reveal Your Brain's Blind Spots," *ProPublica*, April 20, 2016.

November 16 – 23	Work due:	Consultation with writing consultant Sian Sloan (must pre-schedule)
December 13 Class #5	Class activities:	Evaluation Plan Lightning Talks
	Work due:	Final Evaluation Plan
		Slides for the Evaluation Plan Lightning Talk
		"Final Reflection" discussion post
	Optional:	Glenn Jeffers, "5 Tips for Pitching Your Startup to Investors; 'Make Your First 30 Seconds Count,' and Other Advice from a Seasoned Venture Capitalist," *Kellog Insight*, January 6, 2020.