ITM 789 Wireless Technology and Mobile Commerce  
Course Syllabus Fall 2002

Instructor: Dr. Lei-da Chen  
Office: Eppley Room BA429  
Url: http://www.creighton.edu/~lchen  
Office Hours: Tuesday 11:00 – 1:00; Thursday 1:00 – 3:00; other times by appointment.

Phone: (402) 280-2614  
Email: lchen@creighton.edu

Required Textbook and Supplies:


Suggested Reading:


Course Objectives:

In recent years, a new way of distributing information and conducting business, wireless and mobile e-commerce, emerged. According to Cahners In-Stat Group, the wireless data market will grow from about 170 million subscribers worldwide in 2000 to more than 1.3 billion in 2004. These subscribers will access the Internet and WWW via various mobile devices including handsets, personal digital assistants (PDA), and Internet appliances. This phenomenon is expected to bring substantial benefits and a higher level of connectivity to both businesses and consumers worldwide. The purpose of this course is to explore the impact of wireless and mobile e-commerce on the ways in which business is conducted in this electronic era, as well as the technologies involved in developing systems that will support this new way of doing business. This exploration is designed to give the student: a) an appreciation for the use of wireless technologies in achieving business objectives and changing the way business strategies are being implemented, b) an understanding of the various technologies used in mobile e-commerce, and c) technical skills for developing and deploying wireless and mobile e-commerce systems. This course aims to provide the student with a balanced coverage on both the managerial and technical issues relevant to wireless and mobile e-commerce. Upon finishing the course, the student is expected to have a good grasp on the strategic, managerial and technical issues in the design and implementation of wireless and mobile e-commerce systems.
Topics:

The following topics will be covered in the course:

- Wireless technologies
- Mobile-business and applications
- Wireless marketing
- Location-based technology and services
- Wireless payment
- Security, legal and social issues
- Wireless Markup Language (WML)
- WMLScript
- Web Clipping
- Corporate wireless strategy
- Usability issues
- Wireless e-commerce application development

Wireless Article Presentation (10%):

Students will be formed into teams of four to make a thirty-minute presentation on the assigned article to the class. The team will also provide the class with a two-page summary of the article. The article presentation will account for 10% of your overall grade.

Quality of the presentation ........................................... 60%
Communication skills ................................................... 20%
Summary ................................................................. 20%

Excellent ................................................................. 90% - 100%
Good ............................................................... 80% - 89%
Satisfactory .................................................. 70% - 79%
Poor ............................................................. 50% - 69%

Assignments (10%):

Throughout the semester, several hands-on assignments will be given. The assignments will account for 10% of your overall grade. Assignments will be assessed 10% off for each day they are late, up to four days late. After four days, no late assignments will be accepted.

Complete and on time ......................................................... 100%
Slightly incomplete or with errors .................................. 80% - 95%
Vastly incomplete or with major errors ....................... 60% - 79%
Group Literature Review (15%)

Research outside of the classroom is an important component to this course. The result of this work is a literature review on an m-business topic. Choose one from the following topics:

1. The benefits and challenges of m-business.
2. What types of business applications are good candidates for m-business applications? Why?
3. Which industries are adopting m-business? How and why?
4. How to prepare a firm for m-business involvement?

The literature review is due on December 5, 2002.

Group Project (15%):

A major wireless project is to be completed during the course of the term. Students will work in small groups of four for the project. The project should consist of an implementation, a write up and a verbal presentation (see Project Milestones). The final product and written report are due on December 5, 2002. No late project will be accepted. The thirty-minute class presentation will cover the written report and a demonstration of the end product.

Exams (50%):

Two exams (midterm and final) will be given. The exams will be a combination of multiple choice, short answers, and problem-solving questions. Each exam is worth 20% of your overall grade. No make-up exam is provided.

Evaluation:

Overall grading scale for the course:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>00-59</td>
</tr>
</tbody>
</table>

Conduct:

Students are not to cause disturbances in the classroom. In addition to improper classroom behavior, any behavior that distracts other students or your instructor is not allowed. Examples include bringing nonenrolled guests or bringing telephones or pagers that ring or beep during class.