ITM 789 Wireless Technology and Mobile Commerce
Course Syllabus Fall 2003

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Office Hours: Monday 11:00 – 1:00; Wednesday 1:00 – 3:00; other times by appointment.

Required Textbook and Supplies:


Additional material will be provided by the instructor.

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. At the same time, more and more corporations are starting to design and develop nomadic information environment and wireless applications. The drivers behind this movement are cost reduction, operational efficiency, and strategic advantages.

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 data communication technologies
- Mobile-business and its applications
- Wireless marketing
- Location-based technology and services
- Wireless payment
- Security, legal and social issues
- Wireless Markup Language (WML)
- WMLScript
- Mobile business application development
- Wireless business application development
- Embedded visual tools
- Corporate wireless strategy
- Usability issues

Wireless Article Presentation (10%):

Students will be formed into teams of four to make a twenty-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 (15%):

Throughout the semester, several hands-on assignments will be given. The assignments will account for 15% of your overall grade. Assignments will be assessed 20% 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%
Research outside of the classroom is an important component to this course. Academic research in wireless and mobile commerce is still in its infant stage. Many questions remain to be answered. Each team will select one of the following research topics and prepare a literature review on the topic:

1. With an increased use of wireless and telecommuting technologies, a nomadic culture is forming in many organizations. What is a nomadic culture? What factors influence the formation of a nomadic culture in an organization?
2. How does the competitive environment an organization is in affect the adoption of wireless technologies by the organization? Are organizations in certain industries more likely to adopt wireless technologies than others?
3. What are the benefits and challenges of using wireless data services for work (e.g. sending and receiving e-mails, accessing corporate data, and conduct transactions using mobile devices including handsets, PDAs, and pagers)? Discuss the impact of wireless data services on organizations on both the operational and strategic levels.
4. Which business applications are good candidates for m-business applications? How to determine the task-technology fit of m-business applications?
5. Will consumers adopt m-commerce in the same way as they have accepted e-commerce in the near future? Why and why not? What factors will affect consumers’ decision to adopt or not to adopt m-commerce?

Each team will produce a thorough literature review on one of these five topics. Each team must work on a different topic. The literature review is due on December 10, 2003.

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. Each team will identify a situation in which a wireless or mobile application makes business sense and design a solution for this situation. The project should consist of an implementation, a write up and a verbal presentation (see Project Milestones). A project proposal is due on September 10, 2003. The final product and written report are due on December 10, 2003. No late project will be accepted. The thirty-minute class presentation will cover the written report and a demonstration of the end product.

Final product .............................................................. 60%
Written report ............................................................ 20%
Presentation ............................................................... 20%

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 25% of your overall grade. **No make-up exam is provided.**

**Evaluation:**

Overall grading scale for the course:

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