MIS 479 Wireless Technology and Mobile Commerce
Course Syllabus Spring 2005

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Office Hours: Tuesday and Thursday: 8:00 – 9:30; 1:00 – 2:00; other times by appointment.

Required Textbook and Supplies:


*Mobile Business Application Development* by Leida Chen and Gordon Skelton.

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 has grown 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:
Mobile Payment Research and Presentation (10%):

Research outside of the classroom is an important component to this course. In this course, you will research on the following topics:

1. What is m-payment? What are the existing standards of m-payment? What are the standards currently under development? In your opinion, which standard(s) will become the dominant standard(s)?
2. What are the pros and cons of each m-payment standards regarding security and privacy? How to address the security and privacy concerns of m-payment? Provide cases of how companies are addressing these issues.

Your team will research on one of the assigned topics and make a thirty-minute presentation to the class. The team will also provide the class with a two-page summary of the research findings. The research and presentation will account for 15% of your overall grade.

Quality of the research ……................................................. 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 three days late. **After three 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 Project (15%):**

A major m-business 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 **February 1, 2005**. The final product and written report are due on **April 28, 2005**. **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 (60%):**

Two exams will be given. The exams will be a combination of multiple choice, short answers, and problem-solving questions. Each exam is worth 30% of your overall grade. **No make-up exam is provided.**

**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.