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Department Mission

Capitalizing on the strong technological emphasis of Missouri University of Science & Technology (S&T), the Department of Business and Information Technology prepares individuals for careers in modern business organizations. The Department emphasizes management through technology with particular focus on information systems and their application in a fast-changing, global and competitive environment. Through innovative instruction and research, the Department serves the economic interests of industry and the evolving needs of society.

Instructor Information

Instructor: Professor Carla Bates
Office: 105 Fulton Hall
Phone: 573-341-7719
E-Mail: carla@mst.edu

Class: MW: 2 p.m. – 2:50 p.m.
Classroom: 260 Toomey
Office Hours: Tues: 2:00 p.m. – 3:30 p.m.
F: 10 a.m. – noon
And by appointment

Course Information

Catalog Description:
This course covers fundamental concepts of management and application to IT and support of commerce. It examines the use of IT in business processes and the management issues of integrating IT into organizational processes to gain a competitive advantage in electronic and mobile commerce.

Extended Description:
This course covers emerging trends in electronic and mobile commerce, e-commerce and m-commerce business models, marketing, payment systems, retailing and services, social networks, auctions, portals, and collaborative commerce.

Required Materials:
None

Meeting Times:
Although this course is scheduled to meet Monday, Wednesday, and Friday; we will meet in the classroom on Mondays and Wednesdays. Friday class time will be reserved for on-line/group activities.

Instructional Methods:
Lectures, case analyses, individual and group presentations, written assignments, and class and discussion board participation.
Missouri University of Science & Technology  
Department of Business and Information Technology

Course Learning Objectives

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Program Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Oral Communication</td>
</tr>
<tr>
<td>Learn e-commerce and m-commerce business models and concepts</td>
<td>X</td>
</tr>
<tr>
<td>Learn e-commerce and m-commerce marketing concepts and communications</td>
<td>X</td>
</tr>
<tr>
<td>Gain a basic understanding of e-commerce and m-commerce payment systems</td>
<td>X</td>
</tr>
<tr>
<td>Understand online retailing and services</td>
<td>X</td>
</tr>
<tr>
<td>Understand social media and networks</td>
<td>X</td>
</tr>
<tr>
<td>Understand online auctions and portals</td>
<td>X</td>
</tr>
<tr>
<td>Gain basic knowledge and understanding of B2B e-commerce and m-commerce: supply chain management and collaborative commerce</td>
<td>X</td>
</tr>
<tr>
<td>Apply e-commerce and m-commerce concepts to real-life cases</td>
<td>X</td>
</tr>
</tbody>
</table>

Course Conduct:
This course is viewed as a cooperative venture. You are expected to come to class having read and distilled the essential points of the assigned readings. Students will be responsible for various in-class activities to exercise their skills and knowledge, and stimulate their critical thinking. These activities include discussing cases, providing feedback to classmates, doing presentations, and presenting views on leading roles and latest development in e-commerce and m-commerce. These activities will help to develop skills that are important to one’s career as a future leader or manager in technology-based organizations.

Course Assignments

Individual:
CV/Resume:
Submit a copy of your CV/resume on Blackboard (BB)

Quizzes:
There will be short quizzes during the semester on the assigned readings. The quiz will be completed on your own on Blackboard but will be timed. The purpose of the quizzes is to ensure that students keep up with the readings. The quiz will test your understanding of the main concepts in the assigned readings. The format of the quizzes will be true/false questions and/or
Multiple-choice questions. To avoid extreme anxiety, the lowest quiz score will be dropped from the computation of the final grade.

**Technology Literature Report and Presentation:**
Identify an article published in business periodicals (e.g., Fortune, Business Week, Harvard Business Review), business newspapers (e.g., Wall Street Journal), the business section of newspapers and periodicals (e.g., Time, Newsweek, and Economist), or the WWW that describes/discusses: (a) a technology that can be applied to advance e-commerce or m-commerce, or (b) a novel or advanced e-commerce or m-commerce application. **You will need to let me know ahead of time.** The assignment will be evaluated based on the novelty of the idea, technology or application as well as the quality of the report and presentation.

Submit a copy of the article along with your report on the article (no more than two pages) on Blackboard. Your report should contain the following sections:
- **Abstract (~0.5 page):** Highlight what the article is about.
- **Justification (~0.5 page):** Why did you choose this article, and what is unique about it?
- **Description (~0.5 page):** Describe the technology and/or its application, its (potential) assimilation/use in one or more organizations, as well as its benefits to organizations.
- **Analysis and Critique (~0.5 page):** Your opinion of the article from a manager’s or executive’s viewpoint.

Include with your report submission a cover page that includes your name, the source of the article (e.g., name of periodical, or URL for WWW article), and the publication date.

You will **present your report to the class** (i.e., in 6-8 minutes using PowerPoint slides or some other venue) on a date assigned to you after your report has been submitted and reviewed by the professor. PowerPoint slides and report are due at the same time.

**Mid-term Exam and Final Exam:**
There will be two exams. The exams comprise multiple-choice questions, short-essay type questions, and/or case analysis questions. **Distance students:** You will need to register with Examity to proctor your exams. You will need to do this early in the semester. There is an Examity tab from the Blackboard home page that will direct you to the correct site.

**End-of-Semester Reflection Report:**
A reflection report is a means to document your reflection of the learning process. You are required to write a reflection report (of no more than 3 pages, single-spaced; 1.5 to 2 pages is fine) towards the end of the semester to reflect on what you have learned from the course. You may discuss or summarize the key concepts that you find useful and illustrate/explain how they are or have been useful to you, your thoughts about the material and class, and additional ideas and insights that you have generated from the material or class. In addition, you may provide feedback and suggestions on various aspects of the course.

**Discussion Board Participation and Contributions:**
Your participation is an essential component in the success of the class. You are expected to contribute to the discussion board on Blackboard weekly. If you have a concern, be sure to contact the instructor before the end of the next week.
**Class Participation and Contributions:**
Your participation is essential for the success of this class. There will be a subjective evaluation on your participation in class. This includes class discussions and answering questions posed in class. If you are talking to other students or on electronic devices during class, you will receive negative points for participation.

**Class Attendance:**
*Attendance will be monitored.* Each absence will be interpreted as an unprepared class and will be recorded as a zero for that day's class participation. Most days, you will be given the opportunity to let me know what topics you found interesting and/or questions you have about the new topic. *Distance students,* you should do the same via email (This should be short and to the point. Please do not spend more than 5 minutes on the email). Students are also encouraged to utilize the electronic communication tools to communicate with your team members and discuss course related topics.

**Group:**
Throughout the semester, your group will work on developing projects for an e-commerce/m-commerce initiative proposed by your team. This can include a new business, a revision to a business, an electronic area if a business does not have one. The group projects will consist of:
- Electronic development presentation
- Business model presentation
- Report including all of the information from both presentations
  - You can also include changes to electronic presence you would make if we have covered additional information that changes your mind about those
  - Be sure to include images and/or diagrams

**Electronic Development Presentation:**
Your electronic development will include a home page prototype (not an entire site) and mobile application prototype. Be sure to include all aspects we have covered in the readings and class discussions.

Your group will give a presentation of your electronic presence in class and should be between 8-10 minutes. In this presentation, you will show and explain your home page and mobile application. Be sure to include:
- Features available
- Why these are good/needed for your business
- Why these are good/needed for your customers
- Include any supportive documentation/references

**Business Model Canvas Presentation:**
Around the end-of-semester, your group will give a presentation of the business model canvas for your e-/m-commerce initiative. The final (formal) presentation should be between 15 - 20 minutes.
E-/M-Commerce Initiative Report:
At the end-of-semester, your group will submit a group project report that includes all of the information that was presented in the two presentations. The report should have obvious divisions that includes all the aspects of the business canvas model, home page, and mobile application.

IST 6641 ONLY Final Project (Individual Activity):
Graduate students will complete an additional final project. More details will be given at a later date.

Course Policies and Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>CV/Resume</td>
<td>15</td>
</tr>
<tr>
<td>Quizzes</td>
<td>40</td>
</tr>
<tr>
<td>Technology Literature Report</td>
<td>30</td>
</tr>
<tr>
<td>Technology Literature Presentation (5-7 minutes)</td>
<td>15</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>End-of-semester Reflection Report</td>
<td>20</td>
</tr>
<tr>
<td>Attendance</td>
<td>10</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20</td>
</tr>
<tr>
<td>Discussion Board Participation</td>
<td>50</td>
</tr>
<tr>
<td>Group Project</td>
<td></td>
</tr>
<tr>
<td>Electronic Development Project Presentation</td>
<td>50</td>
</tr>
<tr>
<td>Business Model Canvas Initiative/Home Page Presentation</td>
<td>50</td>
</tr>
<tr>
<td>Final Report</td>
<td>100</td>
</tr>
<tr>
<td>Peer Evaluation</td>
<td>weighted into grade</td>
</tr>
<tr>
<td>Graduate Students Final Project</td>
<td>100</td>
</tr>
</tbody>
</table>

Attendance:
As mentioned earlier, for on campus students, contributing in class will be monitored and factored into participation points (distance students should either participate or submit a summary of the class on a weekly basis). If you are not able to attend a class, you need to notify the instructor in advance and provide the reason(s) for missing the class.

Class Conduct:
All students are expected to be attentive during class. Holding any side conversation or using laptops/cell phones to surf the Web, check e-mail, text, etc. are prohibited during class. Disruptive behavior will not be tolerated and could result in points being deducted from participation/contribution points.

Late submissions of assignments:
Late submissions are not accepted unless exceptional circumstances (e.g., documented illness) are involved and the instructor is notified immediately. The acceptance of late submission of assignments is at the discretion of the professor (with late penalty).
Grading Scale:

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100</td>
<td>A</td>
</tr>
<tr>
<td>80 - &lt; 90</td>
<td>B</td>
</tr>
<tr>
<td>70 - &lt; 80</td>
<td>C</td>
</tr>
<tr>
<td>60 - &lt; 70</td>
<td>D</td>
</tr>
<tr>
<td>&lt; 60</td>
<td>F</td>
</tr>
</tbody>
</table>

Course Schedule (Subject to changes announced in class and on Blackboard)

<table>
<thead>
<tr>
<th>Week Starting</th>
<th>Topics</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 22</td>
<td>Syllabus and Course Overview/Resume, E-commerce/M-commerce</td>
<td></td>
</tr>
<tr>
<td>August 29</td>
<td>Trends and Revolution</td>
<td>CV/Resume</td>
</tr>
<tr>
<td>September 7</td>
<td>LITE Lab tour</td>
<td>Technology Literature Report</td>
</tr>
<tr>
<td>September 12</td>
<td>In-class demos of LITE lab equipment and Demo of prototyping software Building</td>
<td>Technology Literature Presentations</td>
</tr>
<tr>
<td>September 19</td>
<td>Business Models and Concepts, Websites, and The Next Big Thing: Mobile Apps</td>
<td>Technology Literature Presentations</td>
</tr>
<tr>
<td>September 26</td>
<td>E-commerce Payment E-commerce/M-Commerce Presence</td>
<td>Technology Literature Presentations</td>
</tr>
<tr>
<td>October 3</td>
<td>Marketing Concepts</td>
<td>Technology Literature Presentations</td>
</tr>
<tr>
<td>October 10</td>
<td>Mid-term</td>
<td>Technology Literature Presentations</td>
</tr>
<tr>
<td>October 17</td>
<td>E-commerce/M-concept Issues</td>
<td>Group Mobile App Presentations</td>
</tr>
<tr>
<td>October 24</td>
<td>Group Mobile App Presentations</td>
<td>Group Mobile App Presentations</td>
</tr>
<tr>
<td>October 31</td>
<td>On-line Retailing and Services / Social Networks, Auctions, Portals</td>
<td>Group 2 Mobile</td>
</tr>
<tr>
<td>November 7</td>
<td>B2B commerce</td>
<td>Group 1 and 2 Presentation</td>
</tr>
<tr>
<td>November 14</td>
<td>Final Presentation / Final test (Wednesday)</td>
<td>Group 2 Final Presentation (Monday)</td>
</tr>
<tr>
<td>November 21</td>
<td>Thanksgiving Break</td>
<td></td>
</tr>
<tr>
<td>November 28</td>
<td>No new material</td>
<td></td>
</tr>
<tr>
<td>December 5</td>
<td>IST 6641 Final Projects due</td>
<td></td>
</tr>
<tr>
<td>December 12</td>
<td>Group Final Papers due</td>
<td></td>
</tr>
</tbody>
</table>
Student Honor Code and Academic Integrity:
Please take a few minutes to stress the importance of academic integrity in class. Discuss why it should matter to the student, why it matters to you and your discipline, why it matters to Missouri S&T, and why it matters to future employers. Include a statement on your syllabus about the Honor Code developed and endorsed by the Missouri S&T Student Council: the Honor Code can be found at this link: http://stuco.mst.edu/about/honor.shtml. Encourage students to read and reflect upon the Honor code and its emphasis on HONESTY and RESPECT. Page 30 of the Student Academic Regulations handbook describes the student standard of conduct relative to the University of Missouri System's Collected Rules and Regulations section 200.010, and offers descriptions of academic dishonesty including cheating, plagiarism or sabotage (http://registrar.mst.edu/academicregs/index.html). Additional guidance for faculty, including the University’s Academic Dishonesty Procedures, is available on-line at http://ugs.mst.edu. Other informational resources for students regarding ethics and integrity can be found online at http://ugs.mst.edu/academicintegrity/studentresources-ai

S&Tconnect: https://blackboard.mst.edu/ (S&Tconnect tab)
Coming fall 2014, Missouri S&T is implementing a new advising system as part of the four UM campuses Comprehensive Retention Initiative called S&Tconnect. S&Tconnect provides an enhanced system that allows students to request appointments with their instructors and advisors via the S&Tconnect calendar, which syncs with the faculty or staff member’s Outlook Exchange calendar. S&Tconnect will also facilitate better communication overall to help build student academic success and increase student retention. S&Tconnect Early Alert will replace the Academic Alert system used by Missouri S&T. However, Academic Alert will continue to run in parallel with Early Alert until the end of the fall 2014 semester. Training will be provided beginning opening week of fall 2014 semester.

Classroom Egress Maps:
Faculty should explain where the classroom emergency exits are located. Please include a statement in your course syllabus asking the students to familiarize themselves with the classroom egress maps posted on-line at: http://registrar.mst.edu/links/egress/.

Disability Support Services: http://dss.mst.edu
Any student inquiring about academic accommodations because of a disability should be referred to Disability Support Services so that appropriate and reasonable accommodative services can be determined and recommended. Disability Support Services is located in 204 Norwood Hall. Their phone number is 341-4211 and their email is dss@mst.edu

If you have a documented disability and anticipate needing accommodations in this course, you are strongly encouraged to meet with me early in the semester. You will need to request that the Disability Services staff send a letter to me verifying your disability and specifying the accommodation you will need before I can arrange your accommodation.
LEAD Learning Assistance: http://lead.mst.edu
The Learning Enhancement Across Disciplines Program (LEAD) sponsors free learning assistance in a wide range of courses for students who wish to increase their understanding, improve their skills, and validate their mastery of concepts and content in order to achieve their full potential. LEAD assistance starts no later than the third week of classes. Check out the online schedule at http://lead.mst.edu/assist, using zoom buttons to enlarge the view. Look to see what courses you are taking have collaborative LEAD learning centers (bottom half of schedule) and/or Individualized LEAD tutoring (top half of the schedule). For more information, contact the LEAD office at 341-7276 or email lead@mst.edu.

The Burns & McDonnell Student Success Center:
The Student Success Center is a centralized location designed for students to visit and feel comfortable about utilizing the campus resources available. The Student Success Center was developed as a campus wide initiative to foster a sense of responsibility and self-directedness to all S&T students by providing peer mentors, caring staff, and approachable faculty and administrators who are student centered and supportive of student success. Visit the B&MSSC at 198 Toomey Hall; 573-341-7596;mailto:success@mst.edu; Facebook: www.facebook.com/mstssc; web: www.studentsuccess.com

Title IX:
Missouri University of Science and Technology is committed to the safety and well-being of all members of its community. US Federal Law Title IX states that no member of the university community shall, on the basis of sex, be excluded from participation in, or be denied benefits of, or be subjected to discrimination under any education program or activity. Furthermore, in accordance with Title IX guidelines from the US Office of Civil Rights, Missouri S&T requires that all faculty and staff members report, to the Missouri S&T Title IX Coordinator, any notice of sexual harassment, abuse, and/or violence (including personal relational abuse, relational/domestic violence, and stalking) disclosed through communication including but not limited to direct conversation, email, social media, classroom papers and homework exercises.

Missouri S&T’s Title IX Coordinator is Vice Chancellor Shenethia Manuel. Contact her directly (manuels@mst.edu; (573) 341-4920; 113 Centennial Hall) to report Title IX violations. To learn more about Title IX resources and reporting options (confidential and non-confidential) available to Missouri S&T students, staff, and faculty, please visit http://titleix.mst.edu.