Department Mission

To serve the economic interests of industry and the evolving needs of society in a challenging, rapidly-changing, global environment, the Department of Business & Information Technology capitalizes on the strong technological emphasis of Missouri S&T to enable individuals to excel in a technology-centric business world. Recognizing this rapid evolution of the marketplace, we create and disseminate knowledge impacting the theory and practice of business.

Instructor Information

Instructor: Carla Bates, Ph.D.  
Office: 105 Fulton Hall  
Class: 
Phone: 573-341-7719  
Office Hours: 
E-Mail: carla@mst.edu

Course Information

Catalog Description:  
Introduction to fundamental concepts of management and application to IT and support of commerce. Examines the use of IT in business processes and everyday interactions such as IoT. Explores management team issues of integrating IT into processes to run businesses better.

Extended Description:  
This course covers emerging trends in digital (electronic and mobile) commerce, business models, marketing, payment systems, retailing and services, social networks, auctions, portals, and collaborative commerce along with an overview of IoT (Internet of Things).

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. This course is offered “semi-flipped” where most lectures will be posted on Canvas. (see Instructional Methods below).

Instructional Methods:  
Lectures, quizzes, case analyses, individual and group presentations, written assignments, and class and discussion board participation.
Policies and procedures

Late Work Policy:
Assignments are due as indicated. Late work will not be accepted unless it is under exceptional circumstances (e.g., documented illness). The acceptance of late work is at the discretion of the professor.

Classroom Behavior:
I expect that you will all act professionally in this class. Thus, I expect that you will attend each class, on time, and notify me in advance if you must miss a class. Also, you are required to pay attention to what is going on in class and not be on electronic devices or chatting with your neighbor. If you think of our class meetings as work meetings, i.e., as if you were working full time and our meetings are an important part of your job, you will have an idea of what I expect.

You are also part of a group. Besides letting me know of any absences more than just a couple days, you should also alert your group members.

You are expected to come to class having read/viewed and distilled the essential points of the assigned readings/video lectures. Students will be responsible for various in-class activities to exercise their skills and knowledge, and stimulate their critical thinking. These activities may include participating in class group activities, discussing cases, providing feedback to classmates, doing presentations, and presenting views on methods and the material. These activities will help to develop skills that are important to one’s career.

Groups:
I will assign groups. With every assignment completed by these groups, students will rate other members in the group. The same rating form will be used with every group assignment. You only need to submit the form for any group member who doesn’t earn full points. If a form is not submitted for any member in your group, I will assume you are giving that student 10 out of 10 points.
## Course Learning Objectives

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Program Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn e-commerce and m-commerce business models and concepts</td>
<td>Oral Communication</td>
</tr>
<tr>
<td></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</td>
<td>X</td>
</tr>
<tr>
<td>chain management and collaborative commerce</td>
<td></td>
</tr>
<tr>
<td>Apply e-commerce and m-commerce concepts to real-life cases</td>
<td>X</td>
</tr>
</tbody>
</table>
Course Assignments

Individual:

**In-class Assignments:**
Your participation is essential for the success of this class. There will be in-class activities completed throughout the semester. These activities will earn you points for participating in class. If students in your group feel you did not contribute, they will be given the opportunity to let me know and you will not receive points for participating on that activity. If you are talking to other students or on electronic devices, other than working on the coursework during class, you will receive negative points for participation.

**Discussion Board/On-Line Participation and Contributions:**
Your participation is an essential component in the success of the class. You are expected to contribute to the discussion board and other on-line activities on Canvas. If you have a concern, be sure to contact the instructor before due dates and as soon as possible.

**CV/Resume:**
Submit a copy of your CV OR resume on Canvas. You may already have a CV or resume. That’s great! Submit the one you have. If not, it is time you put one together. 😊

**Digital Portfolio:**
Create a digital portfolio. We will work on this for a few weeks. This will be an additional important artifact for you to have when applying for positions. My hope is, once you spend time to create this digital portfolio, you will update it each semester with new information from each course. This can help in addition to a resume, because you can link digital copies of projects that prospective employers can review more thoroughly and can include better examples of your expertise.

**Quizzes:**
There will be short quizzes during the semester on the assigned readings and lectures. The quizzes will be completed on your own on Canvas but will be timed. The purpose of the quizzes is to ensure that students keep up with the readings and lectures. The quiz will test your understanding of the main concepts in the assigned readings and to ensure you are watching the lectures. 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 Canvas. Your report should contain the following sections (with length estimation single-spaced):
- 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 5-7 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. Presentations are decided by time of topic submission. First submission is last presentation (unless you prefer to present sooner….then just let me know).

**Graduate Project:**
For this project, we are going to research Internet of Things and write a report. Choose any real or imaginary ecommerce business that is of interest to you. To start the paper, you should summarize your ecommerce business. I’ll give you some questions to start: What is the name of your business? Is it just on-line or are there brick and mortar stores also (if so, where are they located)? How many employees do you have? …… Information such as this.

Next, define the different sections of the Business Canvas Model for your business. Try to apply Internet of Things to as many of these items in your model as possible. Internet of Things should make life easier for your business and in the long run save you time and money. For instance, automatically reordering inventory as items are sold. If you are not able to find any information on a part of your model as it applies to Internet of Things, state that what you searched for and that you were not able to find any opportunities there.

Remember to use references, whether they are just generic articles about opportunities available in the near future for your business or businesses that actually offer services that your business would use. You can use any reference format that you would like.
Mid-term Exam and Final Exam:
There will be two exams. The exams comprise true/false, multiple-choice questions, short-essay type questions, and/or case analysis questions. **Distance students:** You will need to register with ProctorU to proctor your exams. You will need to do this early in the semester so you will have your profile set up when it is exam time. I will let you know when the exam is ready to reserve a test time. You will want to reserve that early, If you reserve it too late, it will cost you money to take the exam. Our Educational Technology Department has some information about ProctorU here.

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) to reflect on what you have learned from the course.

Required:

- Summary or discussion of key concepts that you find useful and illustrate/explain how they are or have been useful to you
- Your thoughts about the material
- Additional insights that you have generated from the material

Optional:

- Your thoughts about the class
- Additional insights that you have about the class
- Feedback and suggestions on various aspects of the course

Group:
I will assign groups. With every group assignment, students will rate other members in the group. The same rating form will be used with every group assignment. **You only need to submit the form for any group member who doesn’t earn full points.** If a form is not submitted for any member in your group, I will assume you are giving that student 10 out of 10 points.

Mini Group Projects:
Before the major group projects are due, a few mini group projects will be assigned. These are assigned to:

- Help your group get to know each other
  - strengths and weaknesses of group members
- Learn how to communicate with each other
- Scheduling issues
Group Major Project Parts:
Throughout the semester, your group will work on developing projects for a digital initiative proposed by your team. This can include a new business or adding a digital area to an existing business if that business does not have one. The group projects will consist of three parts:

- **Digital Development**
  
  Your digital 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.

  I will cover in class and include in Canvas information about software for developing these prototypes that do not require any programming skills or knowledge.

  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

  See rubric for more detailed point assessment.

- **Presentation**

  Be sure to include in the presentation, not only an explanation of both digital aspects, but also, the business model canvas for your business initiative. This presentation should be between 15 - 20 minutes and should be a formal presentation. This means you must dress in business attire. See rubric for more detailed point assessment.

- **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

*Final Business 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 presentation. The report should have obvious divisions that includes all the aspects of the business canvas model, home page, and mobile application. There should be a lot of screen shots of the digital portions. This report should be detailed because people reading the report will be people that did not attend the presentation.
Course Policies and Grading:
CV/Resume 10 points
Digital Portfolio 50 points
Quizzes 100 points
Technology Literature Report 30 points
Technology Literature Presentation (5-7 minutes) 30 points
Mid-term Exam 100 points
Final Exam 100 points
End-of-semester Reflection Report 30 points
In-Class Assignments 100 points
Discussion Board/On-line Participation 50 points
Group Projects
   Mini-Group Projects 50 points
   Mobile Application Prototype 100 points
   Home Web Page 50 points
   Group Presentation (15-20 minutes) 100 points
   Group Final Report 100 points
   Peer Evaluation weighted into grade
   Undergraduate Total points 1000 points
Graduate Project 200 points
Graduate total points 1200 points

Grading Scale:
A: 100% - 90%
B: 89% - 80%
C: 79% - 70%
D: 69% - 60%
F: Below 59%