MIS 597 01W: Mobile Business

COURSE SYLLABUS: Spring 2014

Instructor: Dr. Bo Han
Physical Office Location: BA 325 at Texas A&M University Commerce
Virtual Office: eCollege
Office Hours: Face-to-Face Meeting or Through Skype by Appointments
Skype ID: appdeveloper210
Office Phone: 903-886-5690
University Email Address: bo.han@tamuc.edu (Email is the best way to reach me)

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Required Textbooks

Mobile Development for SAP (2013), ISBN: 978-1-59229-448-0
Professional Android 4 Application Development, ISBN-13: 978-1118102275

Suggested Readings of Research for Graduate Students:
(1) Tale Of A Top-10 App, Part 1: Idea And Design (http://mobile.smashingmagazine.com/2013/07/04/top-ten-app-part-1-idea-and-design/)
(2) Tale Of A Top-10 App, Part 2: Marketing And Launch (http://mobile.smashingmagazine.com/2013/07/12/top-ten-app-part-2-marketing-launch/)
(3)The Beautiful Design Summer 2013 Collection on Google Play (http://android-developers.blogspot.com/2013/07/beautiful-design-collection-summer-2013.html)
(4) Making Beautiful Android App Icons (http://android-developers.blogspot.com/2013/07/making-beautiful-android-app-icons.html)
(5) 8 tricks for marketing your mobile app (http://venturebeat.com/2012/05/30/marketing-your-new-app-ios-android/)
(6) An investigation of the smartphone user's in-game purchase intention by Bo Han (http://www.inderscience.com/info/inarticle.php?artid=57818) This paper will be given through myLeo email.
Note: Because mobile technology is a rapidly growing field, the instructor will also assign latest research papers for you to read during the semester.

Course Description

Welcome to MIS 597 Mobile Business class. From now on, you will get in touch with an exciting and promising subject - mobile technology and its business applications. As you may have known, there is an urgent need from industry for IT managers who know both technical mobile application development skills and management practices in the rapidly growing mobile technology field. This class is to train you to get these two skills by using the following contents:

(1) Process Development and Management for Mobile App Projects.
Mobile business is built on the cutting edge mobile technologies. Therefore, understanding the mobile applications development process is critical to IT professionals. This class will introduce the underlying programming languages, development processes, and working mechanisms of Android apps to you, so that you will know how to develop and manage a mobile app project.

(2) Marketing Strategy Management for Mobile Apps.
Marketing activities have become critical successful factors to mobile app projects. This class will introduce the latest marketing strategies, practices, and research to you. You should also show the capability of creating a complete marketing plan for an app project by participating in the class discussions and creating innovative business plans.

(3) Mobile Technology Application Development for Enterprise Resource Planning (ERP) System.
This class will introduce Sybase Software Development Kit (SDK) to you, so that you can understand the development process of mobile applications for ERP system, how to request data from server side in an information system, process the data, and present the data on the mobile devices, in order to support a more effective supply chain and customer service system.

Student Learning Outcomes

1. Students should comprehend the development process of business mobile application, how mobile technology supports the contemporary business operations (e.g., mobile in supply chain management).
2. Students should be able to analyze and develop a complete marketing plan for a mobile app project.
3. Students should be able to adopt mobile technology as an interface for information management in supply chain and customer service process.

COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments

This course consists of a series of activities or assignments to help you to reach the learning objectives. Please refer to the following assessment tables to measure your performance.

Assessment Items	Good	Acceptable	Poor
Development Theory (Analysis Report)	The student's analysis report indicates that the student understands development theories such as the software	The student's analysis report indicates that the student knows development theories such as SDLC, but needs	The student's analysis report does not indicate the student knows development theories such as SDLC, and needs

	development life cycle (SDLC) philosophy, system development life cycles, and is able to apply these theories for mobile app development.	more practices to be able to apply these theories in projects.	extra tutoring after the lecture.
Development Process (Homework)	Be proficient in using the integrated development environment (IDE) software to implement the app design prototype. The prototype can run in IDE without issues. The codes of the projects are designed in an efficient way.	Be able to use IDE software to implement the app design prototype. The prototype can run in IDE with minor modifications.	Unable to use IDE software to implement the app design prototype.
Development Practice (Class Discussion & Planning)	The student is able to make a complete marketing planning report that covers most steps (e.g., planning, process management, marketing, customer service, revenue management) of reaching business goals for an app project.	The student is able to make a marketing planning report that covers partial steps of reaching business goals for an app project.	The student is able to make a preliminary marketing planning report that covers minimum steps of reaching business goals for an app project.

GRADING

Your assignments or class activities will be graded as below (All dates and time of assignment due dates, project deadlines, and analysis report submissions are **central time in the United States**.):

Class Discussions (A Maximum of 20 Points)

There will be 5 class discussions during the class. You can use the listed suggested readings or other materials to support your opinions. The class discussions will be graded according to timeliness and professionalism of the student's postings for every topic. Responses such as "I don't know the answers" are not acceptable in this graduate level class.

Homework (A Maximum of 50 Points)

There are ten homework assignments in this class.

(Note: You can actually complete several mobile apps after successfully completing these assignments. Publishing apps is not required, but I highly recommend you to publish them and add the links into your resume. According to my students, showing working apps to employers helped them a lot for getting jobs.)

Marketing Plan for App Project (A Maximum of 30 Points)

Make a complete marketing plan for an app that you create during the semester. The plan should cover most steps (e.g., planning, process management, marketing, customer service, revenue management) of reaching business goals. This plan should answer the following questions:

(1) What is the business goal for the app project?

(2) An overview of process to reach the business goal.

(3) Steps to reach the business goal in details. You should cite industrial reports, previous cases, and market analyses to support why the steps you proposed can help you reach the business goals.

(4) A minimum of 5 pages is required for this report. You should use double-space, 12 Times New Roman as the format in this report.

Total Points	Grade
90-100	A
80-89	B
70-79	C
60-69	D
below 60	F

Bonus points

You can participate in the instructor assigned activities to get a maximum of 3 points for bonus.

TECHNOLOGY REQUIREMENTS

The following information is provided to assist you in successfully using technology to complete the assignments and class activities:

For lectures and the access to all course materials in eCollege, an Internet access is required.

For app development, a PC with Windows XP, or Windows 7, or Windows Vista operating system is required. You can use an Apple Mac or iMac to complete the first app, but Sybase SDK is only working on Windows PC according to SAP. If you don't have a PC, you can always use the PCs in the management information system (MIS) computer lab (Business Administration Building Room 345). All PCs in the MIS lab are already installed with the development IDEs.

ACCESS AND NAVIGATION

The course materials are classified into different weeks. You can access to materials under the "Week" tab in eCollege. A step-by-step learning process is recommended. For instance, you should learn contents under "Week 1" before starting "Week 2".

COMMUNICATION AND SUPPORT

In this online based class, our discussions on questions, coding, and development theories will rely on virtual communications such as eCollege postings, emails, or Skype.

- If you ask me questions by using eCollege postings or emails, I will reply you **in 24 hours**.
- If you think Skype is a better way to communicate, please email me to make an appointment, so that we will be both online at the scheduled time.
- All dates and time of assignment due dates, project deadlines, and exam time are **central time in the United States**.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

University Specific Procedures

ADA Statement

Students with Disabilities
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook).*

COURSE OUTLINE / CALENDAR

See the “Tentative Class Schedule” on eCollege