K793
Mobile Commerce and Social Networks
Winter 2015 Course Outline

Information Systems
DeGroote School of Business
McMaster University

**COURSE OBJECTIVE**

Mobile commerce is a new form of electronic commerce advanced through wireless communication and mobile devices. Recent development of smart phones is turning the dream of mobile commerce to reality and move to social commerce. This advanced PhD course is designed for discussing research issues on m-commerce and the new phenomena of social media. Students will learn the technologies, the theories, and the applications of mobile commerce and social networks through paper reading, seminar presentation and class discussion.

**INSTRUCTOR AND CONTACT INFORMATION**

**Instructor**
Dr. Yufei Yuan
Office: DSB A204
yuanyuf@mcmaster.ca

**Class Location:** DSB 421
**Class Hours:** Thursdays
9:00 am - 11:50 pm

http://avenue.mcmaster.ca/

**COURSE DESCRIPTION**

The rapid growth of mobile communication networks and the wide spread use of mobile devices have provided great business opportunity for the development of mobile commerce as well as social networks. Today, more than 60% of the world’s population are mobile phone users, far exceeding the population of computer users with fixed-line Internet connections. Mobile commerce is the use of mobile communication for business services. It allows services to be delivered to people anytime anywhere based on users’ needs in specific context. The new development of smart phones has promoted the information systems into a new era of ubiquitous computing and social media. This course introduces the technologies, the theories, and the applications of mobile commerce, and discusses current research issues. The course can be taken by PhD students or selected MBA students in the second year.

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LEARNING OUTCOMES

Upon completion of this course, students will be able to complete the following key tasks:

- Learn the technology, the applications, and the business models of mobile commerce;
- Understand the challenges and business opportunities of mobile commerce and social commerce;
- Recognize important research issues in mobile commerce and social networks;
- Learn how to do literature review, make seminar presentation, and write research papers

REQUIRED COURSE MATERIALS AND READINGS

Reference Papers


Lane, Nicholas D., Emiliano Miluzzo, Hong Lu, Daniel Peebles, Tanzeez Choudhury, and Andrew T. Campbell, Dartmouth (2010) A Survey of Mobile Phone Sensing, IEEE Communications Magazine • September 2010, 140-150.


field, Expert Systems with Applications 38 (2011) 1255–1267
**EVALUATION**

Learning in this course results primarily from in-class discussion, seminar presentation, and research paper writings. The components of the course grade will be weighted as follows, tentatively. The instructor reserves the right to modify the weightings to adjust for more or less material covered during the semester.

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Seminar presentation I</td>
<td>15%</td>
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<tr>
<td>Seminar presentation II</td>
<td>15%</td>
</tr>
<tr>
<td>Research paper presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Research paper</td>
<td>50%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Conversion**

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>PERCENT</th>
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<tbody>
<tr>
<td>A+</td>
<td>90 - 100</td>
</tr>
<tr>
<td>A</td>
<td>85 - 89</td>
</tr>
<tr>
<td>A-</td>
<td>80 - 84</td>
</tr>
<tr>
<td>B+</td>
<td>75 - 79</td>
</tr>
<tr>
<td>B</td>
<td>70 - 74</td>
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<tr>
<td>B-</td>
<td>60 - 69</td>
</tr>
<tr>
<td>F</td>
<td>00 - 59</td>
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**ACADEMIC DISHONESTY**

It is the student’s responsibility to understand what constitutes academic dishonesty. Please refer to the University Senate Academic Integrity Policy at the following URL:

http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicIntegrity.pdf

This policy describes the responsibilities, procedures, and guidelines for students and faculty should a case of academic dishonesty arise. Academic dishonesty is defined as to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. Please refer to the policy for a list of examples. The policy also provides faculty with procedures to follow in cases of academic dishonesty.

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dishonesty as well as general guidelines for penalties. For further information related to the policy, please refer to the Office of Academic Integrity at:

http://www.mcmaster.ca/academicintegrity

**MISSED ACADEMIC WORK**

Late assignments will not be accepted. No extensions are available except under extraordinary circumstances. Please discuss any extenuating situation with your instructor at the earliest possible opportunity.

**POTENTIAL MODIFICATIONS TO THE COURSE**

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

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http://www.copyright.mcmaster.ca/Access_Copyright_Agreement

**STUDENT ACCESSIBILITY SERVICES**

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

http://sas.mcmaster.ca

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### COURSE SCHEDULE

#### READING LIST

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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<tbody>
<tr>
<td>7</td>
<td>Feb. 19</td>
<td>Study week (Feb. 16-21)</td>
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<tr>
<td>9</td>
<td>Mar. 5</td>
<td>The use of smart phones and social media</td>
<td>Kaplan (2010), NGO (2008), Falaki et al. (2010)</td>
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<tr>
<td>13</td>
<td>April 2</td>
<td>Research paper presentation</td>
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Research Paper Guidelines

Objective:
To write and present a research paper that addresses the issues of mobile commerce. Students are expected to work independently.

Topic Selection:
The topic of your research paper may be on any contemporary issue relating to mobile commerce technology, theory, and business applications. Following are suggested but not limited topics:

- Issues, challenges, and new trends of mobile commerce and social networks
- Mobile commerce applications in a special field
- Mobile communication technology and mobile ecosystem
- Mobile commerce business model and value chain analysis
- Security and privacy issues of mobile commerce and social networks
- Mobile commerce/ social commerce adoption and user behavior study

Guidelines:

1. Since many students will not have much experience within their selected topic, most of the material for the research paper will be gathered from literature surveys. The University library has many books and journals which may be of use, and your instructor may also help you in your search if you are short of material. Your best sources of information will likely be the World Wide Web and the electronic libraries available in the Innis Room.

2. Since the purpose of this research paper is to show that you have studied a particular area well, do not simply repeat information you find in your literature review. In particular, beware of the unbridled enthusiasm on many topics often appearing in the popular press. This may be a mask to cover a lack of facts. You should not consider yourself as a reporter, but as an analyst. Present your own views on the material gathered, since this develops your ability to think logically and creatively. Remember, marks are given for originality. You need to submit your research paper proposal including the title, the objective, the tasks, the methodology, and the potential value of your research.

3. Your final paper must be typed. It should be a minimum of 20 (maximum of 35) double spaced 8 x 11 typewritten pages, (not including references, figures, and appendices). However, you will not be penalized if you can put forward a good presentation in less than 20 pages.

4. Your paper should be written in a concise, crisp, academic style such as would be used in writing a research paper for conference or journal submission. Try to use diagrams and tables to get your point of view across and to "dress up" your paper's appearance.

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5. Your paper should include the following sections:

- A cover page which includes the title, the course name and number, the date, and the author’s name.

- Abstract: The abstract should cover the most important points presented in your paper as well as any conclusions that should be derived from the report.

- Introduction: This section includes background material to bring the reader "up to speed" before launching into the main thrust of your report. It should also briefly discuss a general outline of the report which follows.

- Report body: The body of the report should be broken into reasonably sized sections on various aspects of the topic under consideration. Each section should be numbered and given an appropriate heading.

- Major findings and conclusions: This section should reflect the important results that the reader should have learned from the paper.

- References: You must show several references from more advanced literature (you may also reference the popular press, but it may tend towards uncritical enthusiasm). Guidelines for reference format are provided below.

- Appendices: If appropriate, appendices should be included after your reference section.

6. Jargon should not be used unless the words are carefully defined when they are first used in your report. In general, make sure you carefully define your topic, assuming that potential readers may have little or no background knowledge within the area.

7. References to gender should not appear in the paper, unless referring to an actual person. A minimal use of "he or she" is permitted instead of "he" or "she", but it is normally possible to eliminate such references entirely. For example, consider the following sentence: "The manager will normally rely on his secretary to perform her work as rapidly as possible, regardless of whether or not she has access to a word processor". A statement like this one will cost you marks in your paper, so consider the following statement as a replacement: "Managers will normally rely on their secretaries to work as rapidly as possible, regardless of whether they have access to word processors". There are other ways to achieve this effect, but this should demonstrate what is desired.

8. Sources for your material must be referenced. If you develop original material in your report, be sure to substantiate the grounds upon which you build your arguments, through references to other published material or personal communications. All of your reference material should be referred to by authors and year in square brackets, corresponding to the paper used in your reference list at the end of your paper. In your reference section, references should be listed in alphabetic order of the first author's last name.

9. Short footnotes may be used, provided that they are referenced on the same page with a special symbol such as a dagger or an asterisk. Longer footnotes should be included as appendices, to avoid breaking the continuity of the presentation.

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10. Figures or tables should be numbered and should appear as soon as possible after they are referenced in the paper. However, if a large number of tables or figures are referenced in one place, it is best to move all the tables and/or figures to the end of the report.

11. Appendices should have titles and be numbered using Roman numerals.

12. All pages of the report, except the title page, should be numbered.

13. Equations should be numbered if they are referred to elsewhere in the report.

14. Grammar, spelling, sentence and paragraph structure are important. A good general reference which may be useful is the Harbrace College Handbook published by Longman Canada Limited. Other references which contain helpful sections on business report writing style are:

   - Smith, R.S., Written Communications for Data Processing, New York: Van Nostrand (1976)

15. PowerPoint presentation. You should prepare and submit (email me) your PowerPoint presentation document one day before the scheduled presentation time. You suppose to have 15 minutes presentation followed by 5 minutes discussion.