



Marketing and Business Analytics

A&M-COMMERCE

BUSA 516: Mobile Business (01W) **COURSE SYLLABUS: Spring 2020**

Instructor: Dr. Bo Han, Associate Professor of Business Analytics

Office Hours: By appointment only for this online course

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Preferred Form of Communication: Email.

Response Time: I will reply everyone's emails within 24 hours.

Hello everyone,

Welcome to BUSA 516 Mobile Business class! To protect your academic privacy, please always send me emails from your tamuc.edu email. Please use emails to ask me questions. This is the fastest way to reach me.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s)

No required textbooks. I will provide you with the learning materials on myLeo Online. All learning materials such as lecture videos, PowerPoint slides, and developer guides have been uploaded to myLeo Online.

Course Description

This class will introduce students to the emerging mobile technologies and their business applications. The focus of this class includes:

- Mobile technology development, management, and commercialization process;
- Applications of mobile technologies in business management.

Student Learning Outcomes

1. Students should comprehend the basic concepts for mobile technology development and management such as the object oriented strategy, system development life cycle, etc.
2. Students should understand the new concepts that mobile technologies brought to business management such as the Internet of Things (IoT), Bring-Your-Own-Device (BYOD), Location Based Service (LBS), etc.
3. Students should learn the technical skills for developing mobile applications. Development systems and concepts will be taught in this class.

GRADING

Your performance will be graded according to the following tasks in this class:

Projects (A Maximum of 20 Points)

There is one mobile business project design assignment during this semester. You can get a maximum of 20 points from the project. **The submission deadline is 6 PM on March 8.**

Exam (A Maximum of 60 Points)

Three exams will be given during the semester. You can get a maximum of 20 points from each exam. The exam will be open for one week on myLeo Online. You can choose any time during the one-week period to take the online exam. Once you start the exam, you have three hours to complete the exam. You can't pause or retake the exam once it is started. The exam schedule is listed below:

- Exam 1 is open from 10 AM on February 24 to 6 PM on March 1.
- Exam 2 is open from 10 AM on April 13 to 6 PM on April 19.
- Exam 3 is open from 10 AM on April 29 to 6 PM on May 6.

Group Project - Discovery of an Emerging Mobile App (A Maximum of 20 Points)

Please find an emerging mobile app and analyze the app according to the following requirements. **The app you group chooses to analyze must be published in the market after January 1, 2020.**

- (a) The name, functions, and latest number of downloads of the app;
 - (b) The reason you group chooses this app. In other word, why you group thinks this app is important;
 - (c) The strengths of this app, and why users like this app;
 - (d) The weaknesses of this app, and how you plan to improve it if you were the app manager;
 - (e) Excluding figures, data tables, and references, a minimum of 2 page analyses are required. You should use double-space, size 12 Times New Roman fonts in this report. You can cite the industrial and app market analysis report to support your arguments.
- No more than three members in each group.
 - **One member from each group needs to email me all group members' names and CWID by 6 PM on February 9.**

- **Each group needs to email me the name of the app your group chooses by 6 PM on February 16.**
- **The due date of the full analysis report is 6 PM on April 12.**
- Please refer to D2L for more grading details.

Final Grades

At the end of this semester, if your total point is between 90 and 100, you will get an A; if it's between 80 and 89, you will get a B, and so on. Please note that the real point will be used to calculate your final grade. **No percentage or curving will be used for your final grade.**

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.

COMMUNICATION AND SUPPORT

If you ask me questions by emails, I will reply you in 24 hours. However, I usually answer them much faster than this.

If you have questions in software operations, please be sure to include the screenshots of the issues in the emails.

All assignment due dates, project deadlines, and exam time are central time in the United States.

TECHNOLOGY REQUIREMENTS

It is the best practice to use Firefox or Chrome to access to the online class according to myLeo Online. This is applicable to both Windows PC and Apple Mac users. Please download either one if you don't have any of these Web browsers.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

<http://www.albion.com/netiquette/corerules.html>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

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

Email: Rebecca.Tuerk@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

TENTATIVE COURSE OUTLINE / CALENDAR

Please refer to the “Lecture Schedule” link on myLeo Online.