Graduate Certificate in Electronic & Social Commerce

What is it?

Social commerce is just one sub-set of e-commerce, however it is growing rapidly. According to a Forbes magazine article “The Six Pillars of Social Commerce”, while the principle of social commerce has been successful since the start of E-bay, the rise of social media has contributed to its substantial growth in the last 10 years. The Department of Business and Information Technology (BIT) has leveraged its strengths in both business and technology to bring this Graduate Certificate in Electronic and Social Commerce to the students of Missouri S&T. This program is designed to create successful students by developing skills in technological business practices that will provide opportunities for succeeding in today’s fast paced world. To that end, the program focuses on the following competencies:

- Management concepts applied to IT
- Management concepts applied to support of electronic commerce
- Use of business processes in IT integration
- Competitive advantage through IT
- Electronic commerce through collaborative shopping

When are the classes offered?

Required Core Courses:
IST 6641 (341) Advanced Electronic and Mobile Commerce  Offered Fall & Spring Semesters

Choose one of the following to complete the core requirement:
BUS 6723 (423) Corporate Information Systems Management  Offered Spring Semester
IST 5251 (351) Technological Innovation Management and Leadership  Offered Fall & Spring Semesters

Choose two of the following as elective courses:
IST 5652 (352) Advanced Web Development
IST/PHILOS 5168 (368) Law and Ethics in E-Commerce
IST 5885 (385) Human Computer Interaction
IST 5886 (386) Human-Computer Interaction Prototyping
IST 6335 (435) Mobile Technology for Business
IST 6445 (445) Database Marketing
IST 6680 (480) Advanced Web and New Media Studies
MKT 5310 (331) Digital Marketing and Promotions
MKT 6580 (480) Advanced Marketing Strategy

How do I apply?

The graduate certificate program is open to all individuals holding a BS, MS or PhD degree in areas such as business, social sciences, technology, engineering, or related disciplines. In order to receive a Graduate Certificate, the student must have an average graduate cumulative grade point of 3.0 or better on a 4.0 scale in the certificate courses taken. Students admitted only to the certificate program will have non-degree graduate status but will earn graduate credit for the courses they complete. If the four-course sequence approved by the graduate advisor is completed with a grade of B or better in each of the courses taken, the student will, upon application, be admitted to the Master of Business Administration or to the Master of Science in Information Science and Technology. The certificate courses taken by students admitted to the program will count towards the MBA program or the M.S. in Information Science and Technology degree program. Once admitted to the Certificate program, a student will be given three years to complete the program as long as a B or better average is maintained in the courses taken.

Who do I contact for more information?
Department of Business & Information Technology
573-341-7216 (phone)
573-341-4812 (fax)
bit@mst.edu
**Course Descriptions**

**Required Core Courses:**
IST 341/6641: Advanced Electronic and Mobile Commerce (Campus/Distance)
Fundamental concepts of management and application to IT and support of commerce. Examines the use of IT in business processes and the management issues of integrating IT into organization processes to gain a competitive advantage. Includes a major end-of-semester project. Prerequisites: Knowledge of management information systems.

**Core Courses (Choose one):**
BUS 423/6723: Corporate Information Systems Management (Campus/Distance)
This course is designed primarily for potential managerial end users as managers, entrepreneurs, or business professionals in a technology-enabled business environment; it helps students learn how to use and manage information to revitalize business processes, improve business decision-making, manage IT projects, and gain competitive advantages. MBA core. Prerequisite: Graduate Standing.
IST 351/5251: Technological Innovation Management and Leadership (Campus/Distance)
The course focuses on the knowledge and skills necessary for the development and implementation of effective strategies for the management of technology-based organizations. This involves: developing a general management perspective on technology and innovation, examining the problems of new product development, identifying distinctive technological competencies, licensing and marketing technologies, assessing the organizational and industrial context of technology. Prerequisite: Senior or Graduate Standing.

**Elective Courses (Choose two):**
IST 352/5652: Advanced Web Development (Campus/Distance)
Advanced Web development techniques to provide dynamic interaction; methods for extracting and delivering dynamic information to/from Web servers - a hands-on approach. Emphasis on interaction with servers; mobile software development; processing of graphics & web video. Project work is required. Prerequisite: IST 1551 and IST 4654.
IST 368/5168/Philosophy 368: Law and Ethics in E-Commerce (Campus/Distance)
Provides the ethical framework to analyze the ethical, legal, and social issues that arise for citizens and computer professionals regarding the computerization of society. Topics include: free speech, privacy, intellectual property, product liability, and professional responsibility.
IST 385/5885: Human Computer Interaction (Campus/Distance)
Introduction to the field of Human-Computer Interaction (HCI). Students examine issues and challenges related to the interaction between people and technology. The class explores the social and cognitive characteristics of people who use information systems. Students learn techniques for understanding user needs, interface prototyping, and interface evaluation. Prerequisite: Psych 1101.
IST 386/5886: Human-Computer Interaction Prototyping (Campus/Distance)
This course covers designs, methods and tools for creating low and high fidelity prototypes of information technology systems, which is part of the iterative design cycle commonly used for the creation of usable information technologies. Prerequisites: IST 286 or web design experience; preceded or accompanied by IST 5885.
IST 435/6335: Mobile Technology for Business (Campus/Distance)
Overview of mobile technology use in business environments. Topics include: mobile industry; mobile network and wireless standards; mobile devices; mobile web design and app development; social and user experience issues; mobile marketing and commerce. Project required. Prerequisites: IST 3333 or equivalent.
IST 445/6445: Database Marketing (Campus/Distance)
Intro to methods and concepts used in database marketing: 1) predictive modeling techniques (e.g., regression, decision trees, cluster analysis) and 2) standard processes for mapping business objectives to data mining goals to produce a deployable marketing model. Metrics like lifetime value of a customer and ROI will be covered. Several application areas covered. Prerequisite: Statistics understanding, programming understanding, familiarity with spreadsheets.

**MKT 331/5310: Digital Marketing and Promotions (Campus)**
The course covers web culture, including topics such as social media; citizen journalism, crowd intelligence, privacy, and copyright. This course is an advanced version of Intro to Web Studies, with additional assignments. Prerequisite: Graduate standing.

**MKT 3110 or MKT 5105 or Eng Mgt 3510.**

**Missouri University of Science and Technology**
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