

ELECTRONIC AND SOCIAL COMMERCE

learn the concepts behind a growing, forward-looking business trend

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

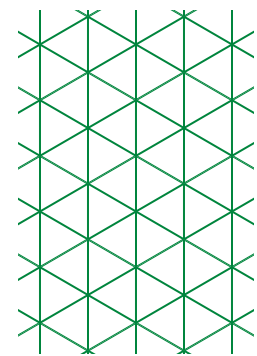
Admission requirements

The graduate certificate program is open to all individuals holding a bachelor's, master's or Ph.D. 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.



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COURSE DESCRIPTIONS

Most courses are offered both on campus and via distance education

REQUIRED CORE COURSE

IST 6641 Advanced Electronic and Mobile Commerce

This course covers advanced techniques and tools for the design and development of web-based media, including text, graphics, animation, audio, and video. This course is an advanced version of Web and Digital Media Development, with additional assignments.

Prerequisite: knowledge of management information systems

ELECTIVE COURSES (CHOOSE ONE)

BUS 6723 Corporate Information Systems Management

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 5251: Technological Innovation Management and Leadership

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 5168/Philosophy 5368: Law and Ethics in E-Commerce

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 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, IST 4654

IST 5885: Human Computer Interaction

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.

IST 5886: Prototyping Human-Computer Interactions (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.

Prerequisite: preceded or accompanied by IST 5885

IST 6335: Mobile Technology for Business

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 6445: Database Marketing

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 applications areas covered

Prerequisites: Statistics understanding, programming understanding, familiarity with spreadsheets

IST 6680: Advanced Web and New Media Studies

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.

MKT 5310: Digital Marketing and Promotions

This course will touch on the concepts of integrated marketing communication (IMC) and creativity, with a focus on digital media and new marketing concepts. Specifically, we will look at innovative marketing techniques such as viral marketing, brand communities, experiential marketing and guerilla tactics. Students will be asked to work in small groups as they learn to solve marketing problems by thinking outside the box.

Prerequisite: at least junior standing

MKT 6580: Advanced Marketing Strategy

Identification and analysis of strategic managerial marketing issues. Integration of marketing concepts through theoretical overview and practical analysis, including extensive use of simulation. Independent work on marketing project.

Prerequisite: MKT 3110 or MKT 6622 or Eng Mgt 3510