

BUS 466 Course Outline

Course:	BUS 466 D100	Semester:	Summer 2021
Title:	Web Enabled Business	Instructor:	Drew Parker
Days/Time:	Friday 9:30am – 12:20pm	Office:	Lost In Cyberspace...
Classroom:	www.canvas.sfu.ca sfu.zoom.us	Email:	drew@sfu.ca
Office Hours:	TBA / By appointment Zoom (6540617674)	Course Website:	http://bus466.com

Overview

This course explores strategic issues and technologies in contemporary web-based business, from the evolution of business applications on the Internet through to contemporary Open Source and new media applications. Students will demonstrate an understanding of contemporary web-based technology issues as related to garnering business value through a major group project and presentation to the class. The presentations will explore a new technology and business applications of that technology in depth. Students will prepare a group report on a course wiki as an expansion and formalization of their presentation near the end of the term.

Objectives:

There are really three key learning objectives for this course:

1. To get In the practice of being literate In new events and technological developments around us In the world. To this extent, each session will begin with a discussion entitled 'What's New?' This discussion will also spill over to an online discussion of these Issues each week.
2. To research, present, and report on a leading edge technology that you and your research team feel Is one of the most significant and perhaps disruptive In the world of business today. By completing this, you will be a subject matter expert In this area and able to lead an Informed discussion of It.
3. To attend the technology presentations of the other teams, and develop a literacy level of their chosen topic. The final examination will be a list of questions derived from these presentations.

At the end of this course, students will be able to (partial list):

- Identify and understand emerging technologies in a web-based business environment.
- Understand key issues in the digital networked economy.
- Demonstrate an understanding of contemporary web-based technologies
- Understand the implications (both positive and negative) of such technologies
- Communicate these technologies effectively from a business perspective

Technology Requirements

Due to essential online components of this class, registered students are required to have videoconferencing capability available for all classes and assessments. This is likely going to be a computer or tablet, internet access, and a webcam (built-in to most laptops).

Students who are unable to videoconference for the course will be unable to successfully complete critical components that could impact their overall performance in the course.

Attendance during the lecture is compulsory.

Enrollment in this course acknowledges that remote study may entail different modes of learning, interaction with your instructor, and ways of getting feedback on your work than may be the case for in-person classes.

Special Accommodations

Students with hidden or visible disabilities who believe they may need class or exam accommodations, including in the current context of remote learning, are encouraged to register with the SFU Centre for Accessible Learning (caladmin@sfu.ca or 778-782-3112) as soon as possible to ensure that they are eligible and that approved accommodations and services are implemented in a timely fashion

Course Materials

There is no formal textbook for this course. Selective readings from the library, handouts, or public sources will be assigned as needed. Canvas will be used as the main resource for course material. The New Media Business Blog (<http://newmediabusinessblog.org>) will be used extensively to support the class. A separate wiki will be used for students to register their tech talks.

Online news sources are rich with technology and business current events and trends. Googling "technology and business news" yields much fruit already, but other sources such as PC Mag (online), C-Net, Harvard Business Review, The Economist, Wired, and TechCrunch may be helpful. Statista (free to all SFU students) regularly makes great news items backed by a chart.

Class Format

The semester will be split into two phases.

All Semester

During all phases of the semester (weeks 1-12) there will be a discussion topic posted and students will be required to post a short comment on the subject. Comments on other students' posts are encouraged to elicit (hopefully lively!) dialogue.

Weeks 1-4

The first phase (weeks 1 to 4) will provide the students with the foundation needed to present a critical review of internet-based technologies. This foundation will transfer concepts, ideas, and skills for the second phase of the course.

Classes during this phase will consist of:

- [synchronous] An instructor led discussion of topical news in technology for the last week plus one technology that's shown a lot of promise in the last year (15-30 minutes).
- [synchronous] A lecture on business and internet (30-60 minutes).

Weeks 5-12

The second phase (weeks 5-12) will challenge the student groups to run a technology seminar.

Classes during this phase will consist of:

- [synchronous] A group led discussion of topical news in technology for the last week plus one technology that's shown a lot of promise in the last year (15-30 minutes).
- [synchronous] A group led seminar based on their chosen technology topic (~1 hour).

Week 13

A final report will be completed using a wiki style format published on <http://newmediabusinessblog.org>. Students are encouraged to visit this website to review reports written by previous 466 cohorts.

Final Exam

The final exam will be synchronously held. It will be open book and internet.

Performance Evaluation

Your performance in this course will be based on 45% individual work and 55% group work as follows:

Description	Individual	Group
In-Class Participation	5%	
Online Discussions	10%	
Technology Group Presentation		30%
Term Project (Wiki)		25%
Exam (Date TBA)	30%	
Total	45%	55%