

TECH 465 SYLLABUS**TECH 465 Introduction to Social Commerce**

Hours: 3 credit hours / 45 contact hours

Instructor: TBD

Textbook, title, author, and year: None assigned.
Excerpts from books, web sites and articles will be used.

Specific course information

- a. **Catalog description:** Provides an introduction and basic knowledge of social commerce to help students develop a practical understanding of the design, construction, market readiness and synergistic integration of a business mobile application. The course will provide a practitioner focus that will benefit students in a start-up or company/corporate setting.
- b. **Prerequisites:** None

Specific goals for the course

- a. **Course Outcomes:** Understand and apply the basic concepts of social commerce: definition and structure; design which meets customer needs; technology factors to make a winning mobile application; understanding and application of basic algorithms and data analytics; integration with partner and customer applications, systems and rewards; working as part of a team-design, develop and prepare proposal for an actual social commerce mobile application and how to win in the market place with the application.
- b. **Course Student Outcomes:**
Upon completion of this course, students should be able to:
 - Recall basic concepts and components of social commerce
 - Explain how to meet customer needs and the role of research and analysis
 - Describe market research for social commerce
 - Identify and employ algorithms for customer experiences, partner experiences, and rewards
 - Describe the use of data analytics and data mining in social commerce
 - Explain integration with partner and customer applications, systems and rewards
 - Recall and describe the principles and concepts of mobile application development
 - Develop and prepare a proposal for a social commerce mobile application
 - Explain how to win in the marketplace with the proposed application

Topics to be covered:

- a. Syllabus; Intro: Definition, Structure, Scope, Business future
- b. Components of Social Commerce: Needs, Configuration, Design
- c. Customer needs research and analysis
- d. Customer factors and Ideation
- e. Competitive Advantage-Competition research
- f. Market Research-Proof of Idea
- g. Risks and Options-Market for Idea
- h. Final design of Idea-Lean Canvas
- i. Algorithms for Customer experiences
- j. Algorithms for Partner experiences
- k. Algorithms for Rewards
- l. Data Analytics
- m. Data Mining
- n. Big data mining integration, synergies and rewards
- o. System flow of Idea include: DBs, files, structure
- p. Mobile application basics
- q. Mobile application designs, data handling/transmission
- r. Mobile application final design for Idea
- s. Mobile application security
- t. Mobile application process-order
- u. Mobile application process-payment
- v. Mobile application data base design and uses
- w. Mobile application final design bench test
- x. Mobile application integration with other apps, systems, etc.
- y. Idea application programming requirements
- z. Idea application testing requirements
- aa. Go to market-pricing and channels of distribution
- bb. Roll-out and Feedback loop
- cc. Business Model and Plan Bus Group Paper
- dd. Group Presentation