



IV2010 Mobile Business 7.5 credits

Mobila affärer

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for IV2010 valid from Spring 2008

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Specific prerequisites

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

The aim of the course is to give the students knowledge and understanding of the foundations and key characteristic features of mobile business and its implementation. On successful completion of this course students should have reached the following learning outcomes:- be able to describe and explain the structural migration from e-business to m-business- be able to explain and discuss the development of mobility as a new variable for business- be able to explain and discuss the major trends and drivers towards a mobile economy- be able to present different frameworks that is useful for understanding the mobile development- be able to give suggestions on strategical and practical cases of m-businesses

Course contents

The course deals with the structural migration that is taking place when Mobile Internet gives a possibility to connect an indefinite number of equipment with Information webs. The mobility has to do with full portability, real-time access to all information resources and tools that earlier only could be reached by personal computers.

The combination of Internet, wireless technology and e-business creates new business opportunities. There are two fundamental drivers for the development of Mobile Business. The first one is the possibility to control the way people want to communicate by giving them different equipment, solutions and tools to choose among. The second driver is that people is given an opportunity control an influence the time and the frequency for information gathering.

This is not a technical course about 3G broadband, mobile protocols and new programming languages but a course on business use and business benefits of mobile business.

Disposition

Lectures, practical assignment, seminar

Course literature

Kornak, Teutloff, Welin-Berger: Enterprise Guide to Gaining Business Value from Mobile Technologies
Upplaga : 1 ISBN 0-471-23762-0

Equipment

None

Examination

- PRO1 - Assignments, 3.0 credits, grading scale: P, F
- TEN1 - Examination, 4.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

The course contains of a theoretical part based on the course literature and chosen articles. The practical part consists of a group assignment based on different kinds of Mobile Business. The assignment should be documented in a report that is being presented and discussed at a seminar. The theoretical part gives 60% of the total credits and is based on a written exam. The project assignment give the rest of the credits. The overall credits for the course is based on the written exam and project assignment that has passed.

Other requirements for final grade

The overall course grade is based on the written exam and project assignment that has passed.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.