Course Description
Today’s businesses have online presence; web site, mobile apps, SNS, etc. This is an ultimate communication tool based on the Internet. This class introduces the fundamentals and strategies of the Internet technologies, including computer networking, web 2.0, web apps, content management systems, cloud computing, mobile computing and internet of things.

Web analytics, analyzing the Internet data, will be discussed. Web analytics is not just a tool for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a web site. Web analytics is the measurement, collection, analysis and reporting of Internet data for purposes of understanding and optimizing web usage.

This course helps gauge traffic and popularity trends which is useful for analytics on various categories such as contents of the web site, social activities in the Web, mobile impacts on your business, conversion comparisons (attracting customers, selling, etc.), and advertising performance.

Course Information
Course code: IS 5320
# credits: 3
Class times: T 6:00-8:40
Location: PIGT 328

Instructor Information
Instructor: James Lee
Email: leej@seattleu.edu
Office: PIGT 407
Office hours: T 5-5:45 pm (appointment required)

Learning Outcomes
On successful completion of this course, you will become a
• The prospective manager who can use business analytics in the everyday conduct of running a business.
• The prospective manager who can utilize business analytics to support decision making.
• The prospective manager who can manage the business analytics function in an enterprise.
Core Curriculum Learning Objectives

This course helps students
1. Talk: Terminology. You will be able to explain the meaning of terms used to describe IS concepts and techniques.
2. Think: Advanced Information Systems Concepts. You will be able to evaluate the ways in which IS is used in business.
3. Practice: Skill. You will be able to analyze information systems using the conceptual model and the physical model.
4. Build: Systems Development. You will be able to design and implement information systems.
5. Manage: You will be able to identify and suggest appropriate responses to managerial and organizational issues stemming from development, implementation, and use of IS.

Readings and materials

- Canvas website: http://seattleu.instructure.com

Course Policies

This course helps students

- No late submissions, no make-ups, and no late work will be accepted.
- Email policy limits sending problem solving questions via email communications. Specific questions about course materials such as lecture, textbook, homework, and group project must be brought to the instructor’s office for face-to-face discussions. Please, consult your visit with your instructor after class meeting or by email prior to 24 hours.
- Students are encouraged to participate actively in discussion in class. Your innovative and creative comments are a critical part of your work. As for class attendance, you are expected to attend all the sessions and come to class before it starts. Please do not come late to class. It hurts your colleagues as well as yourself. Skipping classes is the last thing you may want to do. It will definitely lower your final grade (20 points off).
- The use of computer during the class hours is only limited to course materials. If a student misuses a computer (such as web browsing, chatting, doing homework, etc), it will lower his/her final grade (20 points off for each incident from your attendance).
- Academic Honesty Policy: While I encourage cooperative learning, I expect all students to submit only work they alone have created. Submitting work authored or created by others anywhere (including the Web), without appropriate reference and credit, will be treated as academic dishonesty resulting in dismissal from the course.
- Cell Phones and PDAs: Cellular phones and PDAs must be turned off before entering the classroom. If your phone emits any sound during a class session or you answer your phone, you will be asked to leave.
- If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

University Resources and Policies

Academic Resources
- Library and Learning Commons (http://www.seattleu.edu/learningcommons/)
- Academic Integrity Tutorial (https://www.seattleu.edu/academicintegrity/)

Academic Policies on Registrar website
- https://www.seattleu.edu/registrar/academics/performance/

Presentation Procedure
1. Each team will have 20 minutes for the business case presentation: 15 minutes for the topic analysis and then 5 minutes for Q&A. Be prepared to offer additional details on any of the items presented (external sources).
2. Business concepts, practices, terminologies must all be identified, discussing business valuing as well. At least 5 or more external sources or references are required.
3. All members must speak. You are expected to come professionally attired (business casual).
4. Submit your PowerPoint files to Angel and a hard copy (2 slides/page) to the instructor.
### Grading

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<thead>
<tr>
<th>Component</th>
<th>Points Each</th>
<th>Total</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Team Project</td>
<td>350</td>
<td>350</td>
<td>35%</td>
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<tr>
<td>Final</td>
<td>400</td>
<td>400</td>
<td>40%</td>
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<tr>
<td>Assignments (5)</td>
<td>30</td>
<td>150</td>
<td>15%</td>
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<tr>
<td>Attendance</td>
<td>-20 each</td>
<td>100</td>
<td>10%</td>
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**Note.** You are guaranteed to be awarded an A grade if you get over 96.000% overall and at least a B if over 84.000%.

### Course Schedule

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<tr>
<th>Week</th>
<th>Topic</th>
<th>Team</th>
<th>HW</th>
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<tbody>
<tr>
<td>1 1/09</td>
<td>Networking</td>
<td></td>
<td></td>
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<tr>
<td>2 1/16</td>
<td>Internet</td>
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<td>3 1/23</td>
<td>Web</td>
<td>2</td>
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<td>4 1/30</td>
<td>Web 2.0</td>
<td>Phase 1</td>
<td>3</td>
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<tr>
<td>5 2/06</td>
<td>Web Analytics</td>
<td>4</td>
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<td>6 2/13</td>
<td>Enterprise 2.0</td>
<td>Phase 2</td>
<td>5</td>
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<td>7 2/20</td>
<td>Mobile Devices and Apps</td>
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<td>8 2/27</td>
<td>The Internet of Things</td>
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<td>9 3/06</td>
<td>Hybrid IT and Cloud Computing</td>
<td>Phase 3</td>
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<td>10 3/13</td>
<td><strong>Presentations</strong></td>
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<tr>
<td>11 3/20</td>
<td>Final</td>
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