KAINAN UNIVERSITY

DEPARTMENT OF

INFORMATION AND ELECTRONIC COMMERCE

MASTER PROGRAM

Mobile Commerce

2005/Spring

A. Instructor: **Tang, Michael**

Office:	**President Office, 5th Fl., Administrative Bldg.**
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Class Hours:	**Thursday 9 am - 12 noon**
Office Hours:	**by appointment**

B. Books

The Decline and Fall of Public Broadcasting, David Barsamian, south End Press, 2001, ISBN: 0-89608-654-2.

"**Enhancing the Spectrum: Media Power, Democracy, and the Marketplace of Ideas,**" Ronald J. Krotoszynsky, Jr. and Richard M. Blaiklock, University of Illinois Law Review, Volume 2000, Number 3, 2000.

Spectrum and Network Policy for Next Generation Telecommunications, Robert M. Entman, The Aspen Institute Communications and Society Program, 2004, ISBN: 0-89843-394-0.

C. Course Objectives

Mobile technology and policy vary significantly on many dimensions.

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Simple explanations of how mobile commerce impact organization, society and humanity are rarely possible. As a result, the study of these issues in this class will borrow from such disciplines as information technology, telecommunications, organization theory, sociology, human behavior, political science, business history, law, journalism and broadcasting. Although the general focus is on the telecommunications and Internet, each of the other disciplines would have useful contributions to make.

D. Grading Policy

1. Final tests,	30 %
Case presentations and reports	30 %
Evaluation and/or Homework	40 %
Total	100%

E. Class Schedule

1 New age propaganda and disinformation
2 Digital media convergence
3 Telecommunication implosion
4 Intellectual Property/copyright/digital right management
5 Managing information technologies (Cases Studies)
6 E-commerce and mobile commerce
7 National/global information policy
8 Cyberspace Privacy and human rights
9 National ID/central data bank
10 E-democracy and Internet voting
11 E-literacy and civic literacy
12 Creative commons and digital divide
13 Appropriate technologies

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