

NEW SPRING ELECTIVE OPEN TO ALL BUSINESS MAJORS

NO MIS PREREQUISITES!

(COUNTS AS MIS MAJOR ELECTIVE)

BUS4 118S

Our eWorld –Technologies Changing Business and Our Lives

Wednesdays 6:00-8:45PM

This course takes a look at new technologies that are changing the face of business and our daily lives: work, family, play. It will also highlight opportunities for you to exploit in your careers ahead.

Why is the Newspaper and Magazine Business Collapsing?

The role of Craigslist, citizen journalism and others

Facebook...beyond a personal tool?

Will it change the face of business? What about LinkedIn?...others

How does Google work?

We'll join the Google Challenge using free money

Mobile, Mobile, Mobile

Is the iPhone and its apps the end or the beginning?

How can you manage a small ebusiness?

The variety of tools...mostly free

Do you Tweet?

Does anyone care what everyone is doing?

Is TV Dead? Where is music, gaming, and entertainment going?

Coming to any screen near you

Who is watching you?

The many sources holding information affecting your privacy and reputation

These are just a few of the issues we will explore using a combination of guest lecturers, hand-on exercises, readings, a project, and much discussion in the Technology Incubator Classroom in Clark Hall 111 (everyone has a laptop)

REGISTER NOW!

For questions please contact Jeff Gaines at

gaines_j@cob.sjsu.edu or call 415 987-3086