



Indian Institute of Management Indore

INTEGRATED PROGRAM IN MANAGEMENT (IPM)

TERM: IX

TITLE OF THE COURSE: Mobile Commerce and Security

CREDITS: 2

COURSE DESCRIPTION:

Mobile technologies are transforming lives of people around the globe. Mobile Commerce is an important application of mobile technologies that have dramatically changed the manner in which businesses are transacted in banking, retail, entertainment and several other domains. Major challenges in proliferation of mobile commerce include issues such as network and user security, expansion of ecosystem including supply-chain, payment methods, development of innovative solutions and adoption of emerging communication technologies. The course introduces participants to existing landscape of mobile services, fundamentals of mobile technologies, security issues, stakeholders, mobile commerce business applications and emerging new technologies that promise to revolutionize mobile commerce in near future.

COURSE OBJECTIVES:

The course focuses on

- 1) Mobile Commerce- Ecosystem & Technologies
- 2) Business applications of Mobile Commerce