

Bringing Business into the ISMT Curriculum

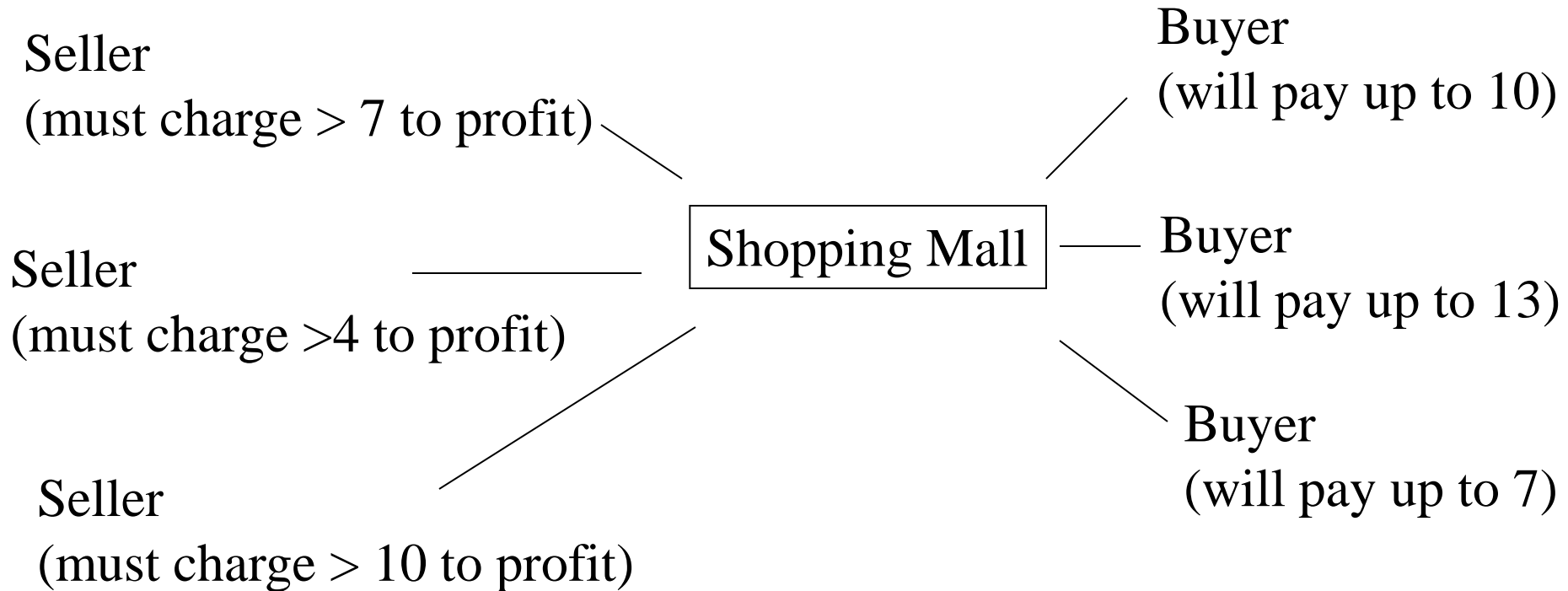
- Motivation
- Quick Overview
- Software Glimpse
- Pedagogical Issues

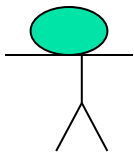
Customer Goal:
Buy valuable
products
for low price

Seller Goal:
Sell low-cost
products
for high price

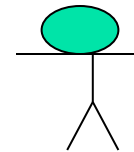
Shopping Mall

All information comes together in market





Each Customer
Logs in and gets
Access to budget, functions



Each Seller
Logs in and gets
Access to budget, functions

ISMT 101 - Digital Economy (Customer)

- Shopping Mall
- Check Ledger Accounts
- Check Product On Hand
- Check Product Resale Value
- Logout

Product Resale Value

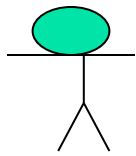
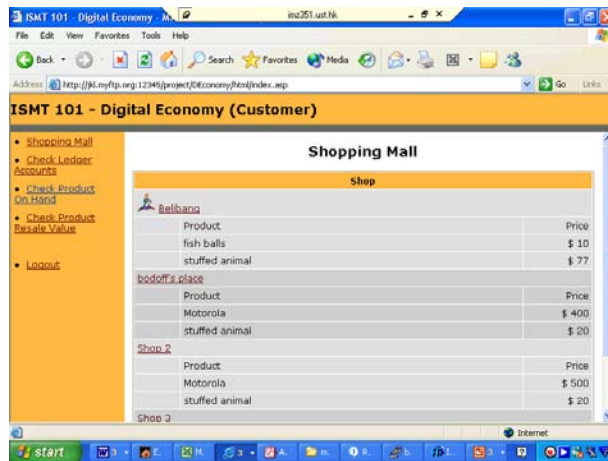
Product	Resale Value
fish balls	\$ 9
Motorola	\$ 772
Nokia	\$ 624
pizza	\$ 73
stuffed animal	\$ 65

ISMT 101 - Digital Economy (Shop Admin)

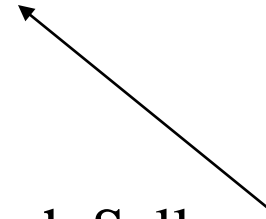
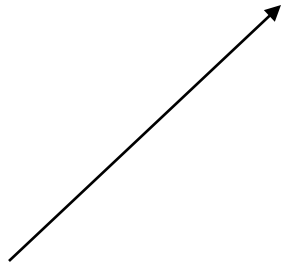
- Register Product
- Re-order Registered Product
- Product Unregistration and Liquidation
- Selling Price Maintenance
- Edit Shop Details
- Check Ledger Accounts
- Check Inventory Details
- File Upload
- File Management

Selling Price Maintenance

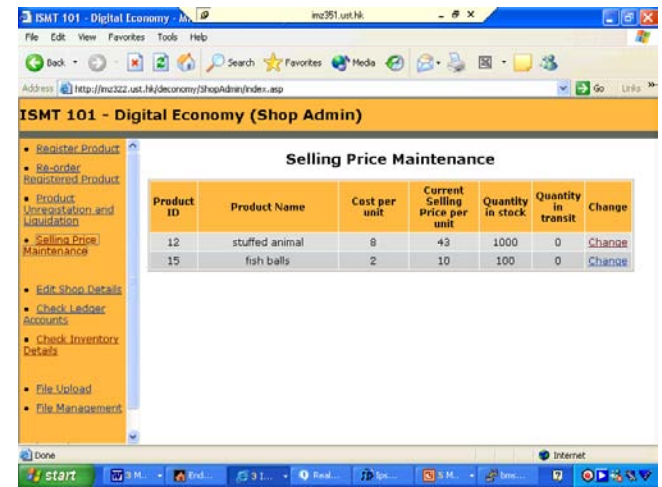
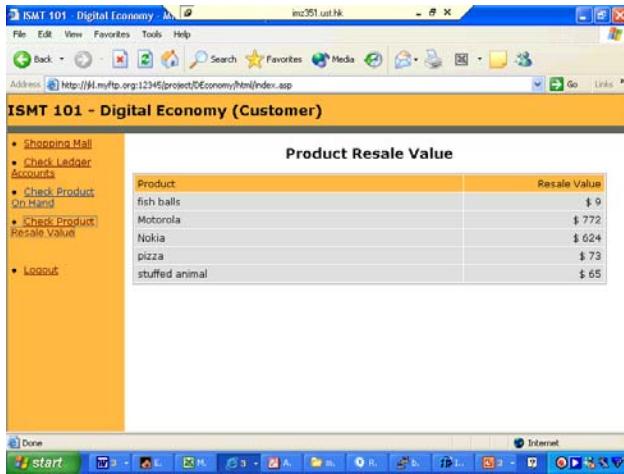
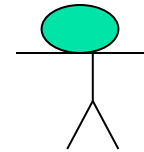
Product ID	Product Name	Cost per unit	Current Selling Price per unit	Quantity in stock	Quantity in transit	Change
12	stuffed animal	8	43	1000	0	Change
15	fish balls	2	10	100	0	Change



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Each Seller
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Seller

- Decisions:
 - Which product to sell
 - at what price
 - how much inventory to buy
- Possible uses of Information:
 - Purchase information about competitors
 - purchase information about buyers' demand
 - Purchase targeted e-mail list

Buyer

- Decisions:
 - Which product to purchase
 - When to buy
- Possible uses of Information:
 - Purchase information about competitors
 - purchase information about buyers' demand
 - Comparison-shopping

Software Demo

Pedagogy

- Place of Market in total course instruction
- Lab-Time versus Real-time
- Experiment versus Teaching
- Incentives and Grades
 - Problem
- Students, too, have traditional view of course. Not sure how to regard a new modality, try to fit it into what they know – is this a test? Is this a homework?
- Lessons