COURSE: ISDS 557 - Issues in Business Information Technology

Meeting times:
Instructor: Dr. Turel  
Office: SGMH - 4160
E-mail: oturel@fullerton.edu  Phone: (657) 278-5613  Skype:
Office hours: Office phone or Skype anytime. We can meet to discuss data warehousing or business analytics whenever the schedules match (by appointment), or on Mondays at 9:00-10:00 am.

Course Description and Objectives
Over the last four years Southern California has quietly built momentum in venture capital investment in technology firms, establishing the foundation to become the next hot place for technology entrepreneurship (Silicon Valley II). For example, in 2012, entrepreneurs in Southern California attracted more investment than any other region outside of Silicon Valley. Whether you consider moving to the Silicon Valley, want to stay in So-Cal, or work in another technology-rich environment, you need to understand what drives users to engage with your product/service/website/app and what makes them want to keep on using it, recommend it to others, and invest their time in personalizing and improving it. Products/services/websites/apps that excel in these domains do better and have longer life and better profits than others in the market.

This course will focus on these current issues in the context of websites and apps, will teach students the basics of online consumer psychology and behavior, and how developers/entrepreneurs can harness human nature and technological features for improving the success of online products/services/websites/apps in the market. It is designed to teach project and product managers, entrepreneurs, investors, and system developers to be able to identify winning online products/services/websites/apps and to improve the long-term consumer appeal of existing online products/services/websites/apps.