

# Mobile Business Offerings in Higher Education: A Snapshot

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## Abstract:

Mobile business has been around for a number of years now and some higher education institutions have been offering mobile business courses for some of this time.

In the literature there is no one clear definition of mobile business with some definitions restricting it to aspects related to the processing of transactions, whereas other more holistic definitions extend their definitions to encompass all business processes including those that take place inside organisations and between organisations.

The mobile business courses of 24 different higher education providers from around the

world were analysed to identify the topics that are included. These topics were sorted into 8 different topic groups as shown in Table 1.

This poster presents (a) an analysis of a number of definitions of mobile business with a view to building a working definition of mobile business and (b) a snap shot of what topics are being offered in the way of mobile business courses in a number of higher education institutions.

The analysis of topics and topic groups presented in the poster will form the basis of further study into what are the most important topics to be included in mobile business courses in higher education.

Adoption Issues
Business Processes
Current and Emerging Issues
Development Issues
Management Issues and Challenges
Management, Strategy, Planning
Mobile Applications
Nature of Mobile Business
Technical Issues

*Table 1 – Topic Groups Identified for Mobile Business Courses*