Android Apps Development, Big Data Viral Views and Channel Distribution

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Abstract

MBA Case Studies and internet searches, added significantly to learning. It is also a good practice to use Case Studies for undergraduate degree programs.

At Dominican College, Global E-Commerce was offered. At University Economics Prague, Channel Distribution course was given. Doing Case Studies in these courses provided a good foundation for critical thinking, leadership, public speaking and team building skills. Android Apps Development is essential for software engineers. Big Data is hot these day with Fortune 100 firms. This paper gives the summary of each of these topics.

Keyword: Android Apps Development, Big Data Viral Views, Channel Distribution, Global E-Commerce, Real-Life Case Studies

Harvard University, Cranfield University, Thunderbird University and others have published case studies for 30+ years. Since 1996, internet is the new paradigm for business and education. Final projects using real-life case studies via internet search, proved to be very successful for learning.

(A) Dominican College*

Dominican College is located 14 miles northwest of New York City. Donald Hsu joined Dominican College in 1988. In Spring Semester of 2015, the College enrolled 2100 students. The Business Division offers Bachelor of Science programs in Accounting, Computer Information Systems (CIS), and four concentrations of management: Financial Management (FM), Management Information Systems (MIS), International Management (IM), and Marketing

Management (MK). A Master's Degree in Business Administration (MBA) was approved by the State of New York in 2008. Hsu served as the Director of Business Administration Division from 1990 to 1996, and taught courses in CIS, MIS and IM curriculum.

MG 366 Global E-Commerce

Sixteen people registered in Spring Semester 2015. They were Management majors, except one in Finance and one in Marketing.

Laudon and Traver (2012) wrote the textbook. Ebay and Amazon served as examples of the American success stories for E-commerce. Much discussion focused on the business model of: Airbnb, Facebook, Expedia, Freshdirect, Google, Hulu, Kickstarter, Linkedin, Netflix, Pandora, Pinterest, Priceline, Twitter, Uber, Yahoo, and YouTube. Chinese E-commerce firms that traded publicly in USA are: Alibaba, Baidu, Giant Interactive, Netease, Renren, Shanda Games, and Sina. Why are their stock prices going down since the IPO? Is Facebook a good business model? Why is it banned in China? Is Alibaba better? Why is Apple making iPhones and iPads in China? How does Twitter make money? Why is Samsung Galaxy so cool? Are there successful E-commerce in Brazil, India, Russia, and Eastern Europe? Can you start a global E-commerce today and make money? Why will people buy your product/service online? This type of question keeps the lecture alive and students are challenged to find answers. In addition, this course covered 7 non-US countries, taking E-commerce to the global level.

Four teams were formed with four people in each team. In-class exercises included: Harvard Business Review, Thunderbird Case Studies, Global Finance, Project Management, and Business Plans. For the final project, two people were in a team. They did research on eight companies: Baidu (China), Flipkart (India), Kakao Talk (S. Korea), Rakuten (Japan), US companies - Airbnb, Netflix, Snapchat, and Uber. All of them are successful E-Commerce firms with the intent of going global. Eight final projects were done with papers and PowerPoint presentations, see Table 1.

(B) New Jersey Institute Technology**

The New Jersey Institute of Technology (NJIT) is a public research university in the University Heights neighborhood of Newark, New Jersey. As of fall 2014, the university enrolls more than 10,600 students, over 2,200 of whom live on campus. NJIT offers 128 degree programs including 50 undergraduate majors and 78 graduate (Masters and PhD) programs.

CS 388 Android Application Development

In Spring Semester 2015, Hsu was hired as an adjunct professor, teaching CS 388. Android Operating System developed by Google, is the most popular operating system in smart phones and tablets, made by Amazon, LG, HTC, Samsung, Sony, Motorola, Nexus, and many others. Android has 82% vs Apple iOS 15%, smart phone customers globally. Android Operating System is Unix based, and is written in Java. In November 2014, Google released Android Version 5.0.1, Lollipop.

It was a major improvement of previous versions. Installation of Lollipop, took many hours due to the lack of memory and low speed of an old Dell PC. In January 2015, Google unveiled Android Studio, another improvement of Lollipop. Again, installation took a long time.

Deitel et all (2014) wrote the textbook. This book was published in January 2014, covering Android Version 4.4 Kitkat. The book was outdated. The first nine chapters of the book covered the examples of Google apps: Welcome, Calculator, Twitter Searches, Flag Quiz, Cannon Game, Doodlz, Address Book, and Google Play. These apps examples might not work with Lollipop. The next ten chapters in the Appendix, discussed details of Java Programming.

Hsu taught Java Programming for 13 years, Hsu (2002). So it was decided to teach this part of the textbook first, to make sure students were fully versed in Java. As Android Studio became available in March 2015, the first nine chapters were covered as well.

28 people took this course. Students formed six teams of four or five people in each team. A project leader was assigned for each team. Three homework assignments were given. Each homework assignment had 7 individual questions and 3 team questions, allowing them to work together. For the last homework, they were asked to implement all the apps from this book. Some students spent 30+ hours for this exercise. At the end, every app in the textbook worked. Students felt very positive about the team working experience. Final Exam was a closed-book format. Overall, the class was successful. All of them completed the course, and no one failed or dropped out.

Now they are ready to work as software engineers on Android Apps. Software engineers are in high demand with major tech firms: Amazon, Facebook, Google, Microsoft, Oracle, and Twitter, just to name a few. The salary ranged from $85,000 to $200,000 per year.

(C) International Institute of Informatics and Systemics (IIIS)

Dr. Nagib Callaos, a retired professor of The University Simon Bolivar, had taught at Venezuelan Universities, for 30 years. He founded IIIS that ran four-day July conferences on technology, data, and informatics in Florida for the past 20 years, Callaos (2015).

Big Data Viral View

Big Data is the latest trend. For information management specialists, companies such as Amazon, Dell, Facebook, Google, HP, IBM, Microsoft, Oracle, and SAP, have spent billions in data management and analytics. This industry is $130 billion and is growing at 12 percent a year.

You search any topic on Google, Bing or Yahoo, you get millions of matches, called Big Data. For professors that publish papers, do you know how many people read your papers? Hsu (2011) published three papers. But when students search them online, no paper could be found.

After doing the research from Google Scholar, Microsoft Academic Research, Cabell, Amazon, Wikipedia, YouTube, Academia, ResearchGate, Zoominfo, Linkedin, and Ratemyprofessors, one

can find out how many people read your papers, books, professional profiles, past and present companies, recommendations, or negative comments. As the Big Data continue to grow daily, the viral profile review is your reputation. It took Hsu many weeks to do the research and to write this paper. Then the paper was submitted IIIS. It took three months to get it approved by Dr. Callaos and his team. The approval process was extremely rigorous. So finally the paper will be presented and published on July 13, 2015, Hsu (2015).

(D) University Economics Prague**

The University of Economics, Prague (Czech: *Vysoká škola ekonomická v Praze*, abbreviated VŠE, also called Prague School of Economics) is a leading economics and business-oriented public university located in Prague, Czech Republic. It is the largest and most selective university in the field of economics, business and information technologies in the Czech Republic with almost 20,000 students in its bachelor, masters and doctoral programs, and a top business school in Central Europe.

VSE places a high priority on the development of international relations, and it has more than 200 partners from Europe, North and South America, and Asia. VSE established International Business (IB) Master's Program taught in English. The aim of this program is to address the specific characteristics of the Central European business environment with the framework of the increasing trend of globalization. Currently there are 500 foreign students from 50 countries enrolled in the IB Master's Program.

In May 2014, this author was hired as a Visiting Professor, teaching two courses, Channel Distribution and Sales Management. Each course is taught as the three-day intensive course, with 8 to 9 hours per day, for a total of 26 hours. For the Channel Distribution course, 17 people registered. For Sales Management, 20 students enrolled. They did good jobs on their in-class assignments and final projects. So this author was hired again for May 2015 teaching the same two courses.

Channel Distribution Marketing

Aims of the course: This course teaches students how to make decisions regarding selling channels and the physical distribution of products. The course addresses channel structures including retailing, wholesaling, and other agency relationships. Emphasis is placed on understanding how to design, implement, manage, and evaluate a channel distribution strategy.

Learning outcomes and competences: Students will be able to,
1. Design a channel strategy to distribute products consistent with the firms' marketing position
2. Design a plan to find, select, and secure channel members
3. Develop a plan to motivate channel members to act in the firm's best interest
4. Develop recommendations for managing channels on product, pricing and promoting issues
5. Develop a system for monitoring and evaluating the performance of each channel member
6. Understand the difference between American vs international channels

7. Learn various choices that affect customers, employees, and the community
8. Understand E-Commerce, Logistics and Supply Chain Management

Course contents:
1. Day One (lectures 4, seminars 5)
a) Marketing Channels: Structure and Functions
b) Segmentation for Channel Design
c) Supply Side Channel Analysis: Channel Flows and Efficiency
d) Channel Structure and Intensity
e) Gap Analysis, source gaps, demand side vs supply side gaps
f) In the real world, why is it so difficult to get the right distribution channels?

2. Day Two (lectures 4, seminars 5)
a) Channel Power: Getting It, Using It, Keeping It
b) Managing Conflict to Increase Channel Coordination
c) Strategic Alliances in Distribution
d) Relationships in Marketing Channels
e) Vertical Integration in Distribution
f) Why is it not possible to get good outsourcing contracts?

3. Day Three (lectures 4, seminars 4)
a) Legal Constraints on Marketing Channel Policies
b) Global Retailers and their Channels of Distribution
c) Direct Sales, Multi-Level Marketing and Compensation
d) Wholesaling and Master Distributor
e) Franchising, Logistics and Supply Chain Management
f) Final Project Papers and Presentations

Coughlan et al wrote the textbook, Coughlin (2007). Thirteen people enrolled. It was divided into four teams of 3 or 4 people in each team. Each team was assigned a manager. The manager was responsible to download ebook and to distribute ebook via DropBox two weeks before starting the class. Three assignments were made in class. They will answer question in the threaded discussion fashion. First person posts the answer, second person read it, and post "I agree or I disagree because…" The third person continues with the dialog. Instructor gave the grades by reading the threaded discussion.

While in class, in addition to PowerPoint slides, many questions were raised. What is channel distribution? If the company is Starbucks, how many channels can you distribute? How about Ford, Toyota or VW? What if this is a service company, how is it different from manufacturing? What is supply chain management? Can you give a specific example why companies need a logistics manager? This type of questions engaged them.

This class of 13 students consisted of: 5 from Czech Republic, 1 from France, 2 from Russia, 1 from Slovakia, 1 from Turkey, 1 from Ukraine, 1 from USA and 1 from Vietnam, truly international. The instruction is in English. Communication is not an issue. Four Final Projects

were done: Nike, Zara, Alza and Staropramen. Staropramen company is the second largest brewery in the Czech Republic. The biggest competitor is Pilsner Urqell.

Gabriela Safrova*** was the manager of Team C. Team C was responsible for Alza Final Project.

Alza E-Commerce in Czech Republic

Alza is a Czech company which focuses on reselling of electronics (PC, mobile phones, gadgets, home appliances, etc.), media (e-books, movies, and music), toys & sport (LEGO, dolls, and bikes), trendy goods (accessories, beauty goods).

Alza offers its customers 8 possible methods to pay for their selected product. If a customer chooses to do the payment at the cash desk, he/she will come to the store, pick up product(s) and proceed to the cash desk where he/she can pay in cash or use credit card. Another possibility for the customer is an online payment. A customer can choose from two options – online card payment or eBank payment. In the first case, a customer simply provides all the numbers from his credit card and the payment is done. Or a customer can do the payment through his/her online banking by transferring the required amount of money to Alza's bank account. One can also use PayPal or PaySec.

As soon as the payment is settled, the product is delivered to a customer. The first option is personal collection at one of Alza's branches which are located in all bigger cities in the Czech Republic. Another service is called Alza Express which is available only in Prague. Orders received before 11 a.m. will be delivered the same day by 9 p.m. The newest option is Alza Box which is accessible 24/7 and can be found in 29 places in the Czech Republic for a fee of 49 CZK (about 2 USD). Alza sends SMS message as soon as the product is delivered to the box and a customer has to pick it up within 4 days. If none of these options is suitable for a customer, Alza is able to arrange advantageous delivery by different delivery companies such as Messenger, Czech Post, DPD, Geis delivery or PPL. Messenger is able to deliver an order within 5 hours. On the other hand, Czech Post, DPD, Geis and PPL have delivery time within 24 hours. Moreover, PPL takes care of oversized shipments.

In 2014 Alza e-shop had 400,000 website visitors per day and dealt with 4.8 mil orders. Alza has 72,000 available products. Alza is successful largely due to its channel distribution business model that is fast and efficient. This is a great example for any E-business today.

Conclusion

The students learn the theory and need to connect it to the real world. Android Apps Development, Channel Distribution, Global E-Commerce courses were taught at three different firms of higher learning to 57 people. Big Data paper was approved with IIIS.

Teaching and learning strategies included the in-class use of Business Week, Economist, Financial Times, Forbes, Fortune, Harvard Business Review, Homework, "hands-on" programming exercises and Internet Search. Final projects involved a written paper and the

PowerPoint presentation by a team or an individual. All of these tools and reports attributed to the success in an E-Learning environment. Students gave positive feedback on Linkedin, Table 2.

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*Full-Time Position DH **Part-Time Consultant DH

*** Marketing Intern at L'Oreal Prague for GS

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Table 1	MG 366 Final	Global Project	E-Commerce
Group A	*Topic*	*Group B*	*Topic*
Barros-N	Uber	Kiros	Kakao Talk
Cangialosi	USA	Teta	South Korea
Group C	*Topic*	*Group D*	*Topic*
Alonso	Rakuten	Calderon	Airbnb
Martinez	Japan	O'Halloran	USA
Group E	*Topic*	*Group F*	*Topic*
Lacey	Snapchat	Pastrana, A	Flipkart
Panagua	USA	Pastrana, J	India
Group G	*Topic*	*Group H*	*Topic*
vanRossen C	Baidu	Rose	Netflix
vanRossen T	China	Sano	USA

Table 2. Linkedin Public Endorsement of Donald Hsu

1. **Yiğit Keskin**, Art Director - Ogilvy & Mather Advertising
It was so nice to take the Channel Distribution course with Dr. Hsu. I admired his energy and teaching style. Before joining the class, I had some doubt because of the subject. It sounded like a gray part of marketing. But during the course, I really liked it, because it was another focus of marketing. All the samples that Dr. Hsu gave, all the details we discussed were quite unique. After a while, for the first time I felt that I'm learning something new. Thanks for sharing your knowledge and good personality with us, June 5, 2015.

2. **Lukas Vitek**, Master Student of International Business and Deputy Director in NGO
It was my pleasure to attend Dr. Hsu's course. It was the type of courses we have lack at our University. Second, I was nicely surprised that my knowledge and experience gives me enough background for decision making and correctly answering questions during the class, what I find even more important to me. Overall, I loved the course and recommend it to everyone, June 4, 2015.

3. **Stanislav Chernutskiy**, Online Marketing Executive at Prague Safe Deposit s.r.o.
The study course was really great! I like the way Donald teaches and I believe it is really cool, that he can engage students during 8 hours of study. Thanks a lot for a good experience, June 3, 2015.

4. **Martin Mlčoch**, Consultant
The experience with Donald was very intense. I took his 3-days-long Sales Management course at the University Economics Prague. A lot of useful information was mentioned. But the most important advantage for me is to understand the sales from higher perspective. The energetic approach from Prof. Hsu, that taught us for whole three days, was inspirational too. Thank you for doing this job, May 30, 2015.

5. **Andres Altamirano**, Software Engineer
I had the pleasure to take Mr. Hsu's Andriod Development course (CS 388). It was an incredible experience for me, as Donald was very informative and knowledgeable professor. I would recommend the course of Andriod Development for everybody, May 14, 2015.

6. **Dzmitry Rybalka**, Hochschule Mainz - University of Applied Sciences
I was lucky to attend Mr. Hsu's intensive course Channel Distribution Marketing. It was a precious experience for me, as Donald was very energetic and positive-minded professor, whose significant practical skills made a great contribution to the taught subject. I would recommend the course of Channel Distribution Marketing by Donald Hsu for everybody, May 4, 2015.

7. **Karina Mysina**, Hochschule Mainz - University of Applied Sciences
I took Donald Hsu's intensive course "Channel Distribution Marketing" at the University of Economics in Prague. Prof. Hsu has great cross-cultural experience and the background in

business related fields. As he motivates students to generate the ideas and express their opinions, the lectures were very dynamic and engaging, March 17, 2015.

8. **Nino Giorgadze**, Procurement Operations Associate at SAP
I had opportunity to meet Dr. Hsu at the University of Economics in Prague, in May 2014. I attended his two courses - Sales Management and Channel Distribution Marketing. Both of the courses were extremely interesting and informative. Dr. Hsu is great professor. The way how he is delivering lectures is unique and inspiring. He does his best to make complicated things understandable for students. He uses real examples of well-known companies and shares his experience. I am happy that I met Dr. Hsu. I learnt a lot from him, September 28, 2014.

9. **Izabela Dalewska**, Master student at Lodz University of Technology
I have had this great opportunity to meet Dr. Hsu at the University of Economics in Prague (VSE). I have attended his two courses on Sales Management and Distribution Channels. Dr. Hsu is a great lecturer. He has great knowledge which he easily shares with students. This courses was very interesting. It motivates me to start my own career. Dr. Hsu is not only a teacher, he is a mentor to me, July 7, 2014.

10. **Gevorg Mkrtchian,** Master Degree student at International University in Geneva
Professor Hsu is a great person with solid academic and business background. He holds a lot of knowledge in business sphere and is open to share ideas with his students. After completing 2 courses at VSE, with Mr. Hsu I ended up knowing new stuff about business and the way most organizations operate and make money. Thank you Mr. Hsu was teaching and sharing information with me, which is definitely helpful in my future, June 25, 2014.