Emerging Technologies: Social Media & RFID ➞ISYS 4243 (001)

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Two groups of technologies are radically changing the way businesses work and people interact: social media and RFID.

You've connected with your old high school friends on Facebook, and your mother just re-tweeted your latest thoughts on last night's football game.

Social media has permeated almost every facet of modern society, but what does that mean for your business?

How will your 50 newest friends increase your gross revenues or decrease your costs of doing business? How is social media changing the way we do business?

What if retailers had complete visibility of their products throughout their supply chain and in the stores?

What if consumers could find what they want, when they want, and leave the store (legally!) without getting in line to checkout?

Already, major retailers such as Wal-Mart, Dillard's, and Bloomingdale's are using RFID to improve the way they do business and enhance the customer shopping experience.

In this class, we will examine the current business uses for social media and RFID and discuss the best ways to utilize this collection of technologies to ensure future successes.