



SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

Course Number Course Name	BA254 INTRODUCTION TO E-COMMERCE
Credit Value (Breakdown of theory and lab credits)	3 Theory
Catalog Course Description	This course builds on currently accepted business practices to develop a business plan and implementation model for e-commerce. Topics include analysis and synthesis of the planning cycle, cost/benefit analysis, technical systems, and marketing. (Spring) (3, 3T+0S)
Student Learning Outcomes/Objectives /Competencies of the Course	<ol style="list-style-type: none"> 1. Discuss the e-Commerce process. 2. Describe an example of system architecture for an e-Business. 3. List the seven major elements of web design. 4. Identify and explain fundamental web site tools including design tools, programming tools, and data processing tools. 5. Identify the major electronic payment issues and options. 6. Discuss security issues and explain procedures used to protect against security threats. 7. Identify and discuss management issues underlying e-Commerce issues including organizational structure, strategic planning, goal setting, corporate social responsibility, international arena, changing market intermediaries, resource allocation and customer service.
College-Wide Student Learning Outcomes	<ol style="list-style-type: none"> 1. Communication 2. Critical Thought 3. Information Literacy 4. Cultural Competence <p>Outcome in Bold</p>