



## SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

<b>Course Number Course Name</b>	BA354 E-COMMERCE
<b>Credit Value (Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	Techniques, problems, and solutions in eCommerce. Marketing plan considerations, online catalogs, payment methods, security, outsourcing options, and the technologies behind eCommerce web sites. Prerequisites: BA 240, BA 251. (3, 3T+0S)
<b>Student Learning Outcomes/Objectives /Competencies of the Course</b>	<ol style="list-style-type: none"> <li>1. Explain the concept of ecommerce and its revolution.</li> <li>2. Explain the infrastructure of the Internet and how the various elements contribute to the marketing distribution solutions.</li> <li>3. Explain and develop solutions for implementing an ecommerce site.</li> <li>4. Discuss security and ecommerce and the ramifications of neglecting it.</li> <li>5. Create a marketing plan and promotional plan for an ecommerce site.</li> </ol>
<b>College-Wide Student Learning Outcomes</b>	<ol style="list-style-type: none"> <li><b>1. Communication</b></li> <li>2. Critical Thought</li> <li>3. Information Literacy</li> <li>4. Cultural Competence</li> </ol> <p>Outcome in Bold</p>