COMMON COURSE OUTLINE: Course discipline/number/title: BUS 2144: Introduction to e-Business

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. MnTC Goals (If any): NA

This course provides an understanding of electronic business. It enables students to understand how it is managed and to understand the opportunities, limitations, issues, and risks. Through readings, class discussions, and interactive exercises, learners gain an understanding of how to create a global market and drive business through the Internet. Learners are introduced to the following topics: creating an on-line business model, identifying market opportunities, assessing infrastructure requirements, and understanding key opportunities and challenges in conducting e-business. Learners apply what they have learned through development of an e-business plan.

B. DATE LAST REVISED (Month, year): February, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:
1. A Framework for Conducting an On-line Business
2. Identifying Internet Market Opportunities
3. On-line Business Model Development
4. Web Marketing Strategies
5. Strategy Formulation and Implementation
6. Capital Infrastructure
7. The Environment of Electronic Commerce
8. E-Business Management

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Identify key e-Business strategies needed to create a new business or take an existing business online.
2. Examine key resources available to assist in e-Business development and use of SWOT & competition analysis to identify electronic commerce opportunities.
3. Identify and explain fundamental models of e-Business.
4. Identify and describe potential markets of online customers and how to create an effective business presence on the Web.
5. Describe the elements, design, and purposes of an e-Business plan.
6. Establish management controls by setting performance objectives, measuring and evaluating results that direct future actions and decisions.
7. Articulate a framework for ethical, legal and social concerns related to e-Business and the online environment.
8. Consider e-Business issues related to leadership, motivation and corporate culture.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Assignments, projects and/or case studies
2. Electronic Discussions
3. Exams

G. RCTC CORE OUTCOME(S) ADDRESSED:
- Communication
- Critical Thinking
- Global Awareness/Diversity

H. SPECIAL INFORMATION (If any): None