COMMON COURSE OUTLINE

Course discipline/number/title: BUS 2144: E-Business Management

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

B. **COURSE DESCRIPTION:** This course provides an understanding of e-business management. It enables students to understand how a business manages their website and ecommerce systems, the opportunities, limitations, issues, and risks within the digital ecosystem. 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 online business model, identifying market opportunities, assessing infrastructure requirements, and understanding key opportunities and challenges in conducting an online business. Learners apply what they have learned through development of an e-business plan.

C. **DATE LAST REVISED (Month, year):** February, 2023

D. **OUTLINE OF MAJOR CONTENT AREAS:**
1. Business objectives framework and application to online presence
2. Internet market opportunities
3. Online business model development
4. Web marketing strategies
5. Strategy formulation and implementation
6. Business Intelligence
7. Electronic commerce environment
8. Content creation strategies

E. **LEARNING OUTCOMES (GENERAL):** The student will be able to:
1. Identify key e-business objectives needed and the strategies necessary to manage an online presence.
2. Examine key resources available to assist in e-business development and use of SWOT and 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 based upon business intelligence gathered from both online and offline data sources.
7. Articulate a framework for ethical, legal and social concerns related to e-business and the online environment.
8. Consider effective strategies for content creation on all media platforms.

F. **LEARNING OUTCOMES (MNTC):** NA

G. **METHODS FOR EVALUATION OF STUDENT LEARNING:** Methods may include but are not limited to:
1. Assignments, projects and/or case studies
2. Electronic Discussions
3. Exams

H. **RCTC CORE OUTCOME(S).** This course contributes to meeting the following RCTC Core Outcome(s):
Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

I. **SPECIAL INFORMATION (if any):** None