

BA 207: Introduction to E-Commerce

Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational. Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

The phenomenal growth in the last few years of the Internet and its related technologies has created new ways of communicating and trading. The most obvious effects of this change appear negligible; there are easier and less costly ways of doing the things we would do anyway. Overtime, however the cumulative effect of these changes has had a significant effect, such as the impact of e-commerce on business transactions. Entire supply chains are being re-engineered, as are the industries that participate in them.

Credits: 4

Prerequisites: [WR 115 RD 115](#) and MTH 20 or equivalent placement test scores. Audit available.

Program: [Business Administration](#)

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