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.

Course Student Learning Outcomes

Upon successful completion of BA 207, Introduction to E-Commerce, the student will be able to:

- Demonstrate an understanding of the foundations and importance of E-commerce
- Demonstrate an understanding of retailing in E-commerce by:
    - analyzing branding and pricing strategies,
    - using and determining the effectiveness of market research
    - assessing the effects of disintermediation.
- Analyze the impact of E-commerce on business models and strategy
- Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
- Describe the infrastructure for E-commerce
- Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
- Discuss legal issues and privacy in E-Commerce
- Assess electronic payment systems
- Recognize and discuss global E-commerce issues

Credits: 4
Prerequisites: **WR 115 RD 115 MTH 20** Equivalent placement test scores also accepted.
Program: **Business Administration**