Eastern WV Community & Technical College
Master Course Record

Course Prefix and Number: BUS 204
Course Title: Fundamentals of E-Commerce
Recommended Transcript Title: Fundamentals of E-Commerce
Date Approved/Revised: 10/19/09; 11/6/17

Credit Hours: 3
 Contact hours per week (Based on 15 week term):
     Lecture: 3
     Lab:

Prerequisite: None   **Corequisite:** None   **Pre/Corequisite:** None
Grading Mode: Letter Grade
Catalog Description: Examines the history, basics, tools, and many forms of electronic business. It explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. We will discuss topics such as business-to-business and business-to-customer transactions, electronic commerce infrastructure, designing and managing online storefronts, payment acceptance, security, privacy, legal and ethical challenges of electronic business.
Course Outcomes: 1. Identify the applications necessary for designing and managing electronic business   2. Explain the economic forces that drive electronic commerce   3. Demonstrate an understanding of the impact of E-Commerce on business models and strategy   4. Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.   5. Describe the infrastructure for E-Commerce   6. Demonstrate an understanding of E-Commerce related programming, database, and networking issues.   7. Explain legal, global, privacy, security and risk management issues in E-Commerce
Implementation Cycle: Spring

Role in College Curriculum: (Check all that apply)
   General Education Core (Specify category)
   Technical Core:
 Ξ **Restricted Elective:** CAS in BUS; AAS in BUS; AAS in BOS (General Option); CAS in BOS
 Ξ **General Elective**
   Workforce Education
   Other (Please specify)

Course Fee: None

Instructor's Qualifications: Master's degree with 18 graduate level credits in business.
Expanded Course Description: Topics include social networking as it relates to E-Commerce.

Prepared by: Seyed Mirkhani, Division chair for Business, Computer and Information Technology, 10/6/09; 9/25/17

Approved Per LOT Minutes:

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Dean of Teaching and Learning   Date