

MNGT 104

Introduction to E-Business

3 Credits

Community College of Baltimore County
Common Course Outline

Description

MNGT 104 – Introduction to E-Business: explores what an E-Business is and how it is managed. E-Business is an interdisciplinary topic encompassing both business and technology. The focus of this course is on the basic business aspects and, therefore, has applications throughout the business world including commercial business, government, education, and health services to name a few. The major characteristics, opportunities and limitations of this form of business will be explored. Students will also explore various issues and risks that exist in the rapidly changing world of E-Business.

Pre-requisites: None

Overall Course Objectives

Upon completion of this course, students will be able to:

1. Identify and explain the variety of e-business models, i.e., business to business, business to customer, consumer to consumer;
2. Determine an appropriate e-business model and apply it to a specific business;
3. Explain the benefits and limitations to using e-business models in relation to traditional models;
4. Explain the implementation of the 4P's to a specific target market;
5. Determine the product's level of competition, profit/loss, marketing approach, etc. that are characteristic of that stage;
6. Define and describe the term "Internet economy";
7. Identify the severity of down-turns in the business cycle on traditional vs. Internet businesses;
8. Describe the term business cycle and its relationship to interest rate, unemployment, inflation, and cost of living;
9. Compare web based Customer Relations Management and traditional customer service practices;
10. Explain the role of intelligent agents in e-business customers' transactions;
11. Compare and contrast an e-business to a traditional organizational structure;
12. Review and evaluate an e-business marketing plan and how it addresses and meets the needs of the target market;
13. Identify some key financial indicators found in an accounting system including capitalization and Return -On- Investment (ROI);
14. Explain the reasons for outsourcing; and
15. Identify factors critical to an outsourcing agreement.

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

Major Topics

- I. Introduction to E-Business
- II. Economics of E-Business
- III. Business to Business Ecommerce
- IV. E-Marketplaces
- V. B2B Support Services
- VI. E-Business Applications
- VII. E-Business Strategic Management
- VIII. Privacy & Legal Issues
- IX. E-Business Emerging Issues
- X. Mobile Commerce

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Three tests
- Twelve electronic quizzes
- 12 Online Project Assignments

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Other Course Information

This course is an approved 3–credit General Education course in Not a Gen Ed - A CIC member will delete this for you..

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