

Common Course Outline
EBUS 101
Introduction to E-Business
3 Semester Hours

The Community College of Baltimore County

Description

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. Basic business aspects and applications throughout the business world include commercial business, government, education, and health services. The major characteristics, opportunities and limitations of this form of business are explored. Students study various issues and risks that exist in the rapidly changing world of e-business.

Prerequisite: ENGL 051 or LVE 1 and RDNG 051 or LVR 1

Overall Course Objectives

Upon completion of this course the student should 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. Identify and describe the four P's for a specific product;
5. Explain the implementation of the 4P's to a specific target market;
6. Identify the location of a specific product within the life-cycle;
7. Determine the product's level of competition, profit/loss, marketing approach, etc. that are characteristic of that stage;
8. Define and describe the term "Internet economy";
9. Define and describe characteristics of a traditional market economy;
10. Apply the laws of supply and demand to economic transactions between producers and consumers;
11. Identify a company's position in the channel and explain the relationship the company has with other channel members;
12. Articulate the scope of the overall channel;
13. Describe the characteristic of each form of business ownership;
14. Identify and justify the appropriate business format for a specific business;
15. Identify the severity of down-turns in the business cycle on traditional vs. Internet businesses;

16. Describe the term business cycle and its relationship to interest rate, unemployment, inflation, and cost of living;
17. Evaluate the user friendliness of a website;
18. Evaluate the reliability of the site;
19. Identify key graphic elements of a site that follow good visual practices;
20. Compare web based Customer Relations Management and traditional customer service practices;
21. Give examples of use of knowledge management and its' role in CRM;
22. Explain the role of intelligent agents in e-business customers transactions;
23. Discuss the concept and value of the "Help Desk"
24. List examples of breaches of security and trust;
25. Explain how security issues impact customer relations and loyalty;
26. Compare and contrast an e-business to a traditional organizational structure;
27. Review and evaluate an e-business marketing plan and how it addresses and meets the needs of the target market;
28. Explain how marketing may be used to build customer loyalty;
29. Identify the primary marketing techniques in acquiring and retaining customers;
30. Explain the importance of branding, positioning, and segmentation in selling and marketing a product;
31. Explain the role of a financial manager;
32. Identify some key financial indicators found in an accounting system including capitalization and Return-On-Investment (ROI);
33. Explain the reasons for outsourcing; and,
34. Identify factors critical to an outsourcing agreement.

Major Topics

1. Internet Consumers and Market Research
2. Advertising
3. Business to Business (B2B) E-Commerce
4. E-Marketplace
5. B2B Support Services
6. Introduction to E-Business
7. Economics of E-Business
8. E-tailing
9. E-Business Applications
10. E-Business Strategic Management
11. Privacy and Legal Issues
12. E-Business Emerging Issues
13. Mobile Commerce

Course Requirements

- Online Quizzes 25%
- Discussion Participation 25%
- Site Exploration Reports 25%

- Exams 25%

Other Course Information

This course is taught on-line.