

Common Course Outline
EBUS 205
Developing E-Business Solutions
3 Semester Hours
The Community College of Baltimore County

Description

This course will expand on the fundamental business theory and practices explored in pre-requisite courses. Also included will be the creation of an e-business plan and the factors impacting its implementation. Using case studies and existing business models, students will assess, analyze, and recommend solutions for various e-business challenges.

Prerequisites: EBUS 110 or MNGT 101, EBUS 155, EBUS 204, and EBUS 258 or programming experience or consent of Program Coordinator

Overall Course Objectives

Upon successfully completing the course students will be able to:

1. Identify and evaluate the impact of the primary external environmental forces that can affect e-business planning and practice;
2. Classify and evaluate the impact of the primary internal environmental forces that can affect e-business planning and practice;
3. Discuss the advantages and disadvantages of globalization;
4. Describe the various e-business models and the characteristics unique to each;
5. Describe the fundamental characteristics of Internet-based software and e-business solutions;
6. Given e-business solutions, identify the range of Internet-based software;
7. Distinguish between a business plan and a business model;
8. Explain the relative advantages and disadvantages of employing a payment-based e-business model versus one that is free of charge to users;
9. Explain the relative importance of each characteristic that is common to Internet-based software and e-business solutions;
10. Explain the strategic planning process at each of the three primary organizational levels of a business;
11. Define the value chain and identify ways to create a competitive advantage;
12. Identify issues related to building an online presence for an existing business;
13. Identify the industry-level strategic planning issues facing an organization;
14. Identify the global level strategic planning issues facing an organization;
15. Explain each of the key steps in the strategic planning process;
16. Explain how planning is different at each of the three primary organizational levels;
17. Describe the five forces that influence a firm's competitive thinking;
18. Determine the industry- and global-level issues that should be considered in e-business planning;
19. Determine if it is easier or more difficult for an existing firm to create an e-business strategic plan in comparison to a business that is just starting up;
20. Describe the sources of influence on buyer behavior and decision making;
21. Determine a framework for understanding moment-to-moment online behavior;
22. Explain the basic concepts involved in the value-expectancy model and their ability to explain individual online behavior;

23. Describe some competing behavior intentions that might be at work while an individual is searching a web site;
24. Describe the role of management consulting and out-sourcing in the world of e-business;
25. Identify some special human resources management issues related to e-business planning;
26. Explain the unique characteristics of leadership, motivation, and corporate culture in management planning of an e-business;
27. Explain the advantages and disadvantages of outsourcing for an e-business;
28. Describe the function of a GANT chart and how it is used in the implementation of the e-business plan;
29. Describe the function of a PERT diagram and how it is used in the implementation of the e-business plan;
30. Explain what control of the e-business plan involves;
31. Define performance objectives and performance standards;
32. Define metrics;
33. Explain some of the difficulties associated with the implementation of an e-business plan;
34. Describe the steps in the control process and identify their relationship to successful e-business outcomes;
35. Identify potential reasons for gaps between planned [performance and actual results;
36. Identify and evaluate the impact of the primary external environmental forces that can affect e-business planning and practice;
37. Classify and evaluate the impact of the primary internal environmental forces that can affect e-business planning and practice;
38. Discuss the advantages and disadvantages of globalization;
39. Describe the various e-business models and the characteristics unique to each;
40. Describe the fundamental characteristics of Internet-based software and e-business solutions;
41. Given e-business solutions, identify the range of Internet-based software;
42. Distinguish between a business plan and a business model;
43. Explain the relative advantages and disadvantages of employing a payment-based e-business model versus one that is free of charge to users; and
44. Explain the relative importance of each characteristic that is common to Internet-based software and e-business solutions.

Major Topics

- I. Environmental forces
- II. Advantages and disadvantages of globalization
- III. Internet-based software and e-business solutions
- IV. Business plans and business models
- V. Payment-based e-business model
- VI. Strategic planning at the three primary organizational levels
- VII. Strategic planning and the value chain
- VIII. Building an online presence for an existing business
- IX. Industry and global-level issues relates to e-business planning
- X. Sources of influence on buyer behavior and decision-making
- XI. Moment-to-moment online behavior
- XII. Leadership motivation and corporate culture
- XIII. Human resources management
- XIV. Management consulting services

- XV. Outsourcing
- XVI. Implementation of the e-business plan, and
- XVII. Control of the e-business plan

Course Requirements

On-line quizzes	10%
Internet-based exercises	10%
Case Studies	50%
Tests	30%

Other Course Information

This course is taught on-line