

MASTER SYLLABUS

Course Number & title: BUS 346 – Electronic Commerce
Department(s): Accounting/MIS
Credit hours: 3
Prerequisites: BUS 22 and either BUS 233 or BUS 240
Fees and charges: None

Effective catalog date for this master syllabus: 2007-2008

1. Catalog description:

An examination of electronic commerce, which is the application of computer information systems and telecommunications technologies (particularly the Internet and the World Wide Web) to facilitate the processing of business transactions and workflows. Topics will include the technological infrastructure, privacy and security, legal and regulatory issues, marketing and purchasing applications, relevant business models, and related issues.

2. Course content:

The course will cover the following topics:

- a. Internet and the World Wide Web
- b. Infrastructure Issues
- c. Design and Development of Web Sites
- d. Privacy and Security Issues
- e. Critical Success Factors
- f. Electronic Commerce Business Models

3. Student learning objectives:

Upon completion of the course, students will:

- a. Understand the underlying technological infrastructure supporting e-commerce.
- b. Be able to design and develop an e-commerce system.
- c. Understand the issues involved in conducting e-commerce to support business activities.

4. Student assessment criteria:

Students will be assessed through a combination of homework assignments, exams, and a project/presentation.

5. Instructional approach:

The material in this class will be presented primarily through lectures and class discussions.

Textbook: Schneider, G.P. Electronic Commerce (Seventh Annual Edition), Boston, MA: Course Technology, 2007