

# eBusiness CIS-207 30 0

Summer Term 2024-2025 School Year Section 30 0 3.00 Credits 05/19/2025 to 07/25/2025 Modified 05/16/2025

## Course Description

Learn about e-business and e-commerce topics that relate to buying and selling over the Internet. Explore the fundamental concepts of marketing, servicing customers and collaborating with business partners while utilizing the Internet. An overview of accounting principles and business reporting will also be covered. Prerequisite: CSC 105

## Outcomes

### Course objectives

Upon completion of this course, the student will be able to:

- Understand the e-business entrepreneurial process.
- Discuss the elements of an e-business plan.
- Understand startup challenges, such as identifying legal issues, and selecting appropriate technology.
- Select effective tools for branding and marketing an e-business and its product/services.
- Be well-versed in website accessibility, usability, and design.
- Understand e-business risk management and security.
- Understand the global e-business economy and models.
- Develop an e-business plan and corresponding website, using website creation tools.

# Additional Outcomes

---

## Problem Solving/Critical Thinking

- Appraise the strengths and weaknesses of one's completed work.

## Professionalism

- Utilize professional resources (i.e. professional organizations, media and IT websites).
- Use effective time management skills.

## Communication

- Research and present a business proposal using appropriate terminology.
- Students will recognize and utilize standard industry terminology.

# Course Materials

---

## E-Commerce 2019: Business, Technology and Society

**Author:** Carol Guercio Traver, Kenneth C. Laudon

**Publisher:** Pearson

**Edition:** 15th edition

**ISBN:** 978-0-13-499845-9

# Deliverables

---

# Assignments

Assignments are to be turned in via myTech.

# Quizzes

Quizzes will be done in myTech. They will all have 20 minutes to complete and 3 attempts unless otherwise stated.

# Exams

Exams you can take at any point of this course after the first week. These exams will be proctored. The proctoring will be conducted by me (in person on campus) or using the testing center. The testing center does do online proctoring.

## ✓ Evaluation Procedures and Grading

---

### Breakdown

Grade	Range	Notes
A	100-90%	
B	90-80%	
C	80-70%	
D	70-60%	
F	59% and below	

### Course Outline

---