Northwest Arkansas Community College
Business and Computer Information Systems Division

Discipline Code
ENTR

Course Number
2043

Course Title
E-Commerce

Catalog Description
(F) This course presents concepts and skills for the strategic use of e-commerce. It provides a framework for the analysis of e-commerce solutions to issues surrounding business-to-business, business to consumers, and intra-organizational trade. The course includes an examination of e-commerce in altering the structure of entire industries and how it affects business processes including electronic transactions, supply chains, decision-making and organizational performance.

Prerequisites
None

Credit Hours
3 credit hours

Contact hours
45 Lecture/Lab contact hours

Load hours
3 load hours

Semesters Offered
Fall

ACTS Equivalent
None

Grade Mode
A-F

Learning Outcomes

The student will:
- Demonstrate an understanding of the impact of e-commerce on business models and strategy.
- Identify e-commerce environments.
- Explain how e-commerce can be used to create a strategic, competitive advantage for an enterprise.
- Describe the technology infrastructure for e-commerce.
- Describe best practices in e-commerce.
- Recognize legal, global, privacy, security, and risk management issues in e-commerce.

General Education Outcomes Supported

Standard Practices

Topics list
- E-commerce business models
- E-commerce strategy
- E-commerce environments
- E-commerce Infrastructure
- E-commerce platforms
- Social media platforms
- Reputation management

Learning activities
May include some or all of the following: Tests, quizzes, projects, reports, papers, and/or online homework and/or class participation. This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

Assessments
Discussions with related assignment, chapter quizzes, and a reflection paper.

Grading guidelines
A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 59 & below