

NorthWest Arkansas Community College
Business & Computer Information Systems Division

Business Department Course Outline

ENTR 2043 E-Commerce (F)

Catalog Description:

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.

Prerequisite(s):

None

Credit Hours/Contact Hours/Load Hours:

3/3/3

Target Audience/Transferability:

This course WILL NOT transfer to the Walton College of Business and may or may not transfer to other 4-year institutions.

Student Learning Outcomes:

The student will:

- Demonstrate an understanding of the impact of e-commerce on business models and strategy
- Explain the different types of ecommerce environments, and how e-commerce can be used to create a strategic, competitive advantage for an enterprise
- Describe the technology infrastructure for e-commerce
- Describe some of the best practices in e-commerce that are currently available to entrepreneurs and managers
- Recognize legal, global, privacy, security, and risk management issues in ecommerce

Topics:

- Supply chains
- Electronic transactions
- Decision-making
- Organizational performance

Forms of Assessment:

Discussions and Comprehensive Final Project

Rev. 7/2019