Bemidji State University

BUAD 3283: E-Commerce Web Development

A. COURSE DESCRIPTION

   Credits: 3

   Lecture Hours/Week: *.*

   Lab Hours/Week: *.*

   OJT Hours/Week: *.*

   Prerequisites: None

   Corequisites: None

   MnTC Goals: None


   Prerequisites: BUAD 2280 and any computer programming course.

B. COURSE EFFECTIVE DATES: 02/12/2004 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1.  e-Commerce Site Building Considerations, Create Project Teams
2.  Intro to E-commerce
3.  E-commerce Business Models
4.  E-commerce Infrastructure
5.  Building an E-commerce Site
6.  Online Security and Payment Systems
7.  Cumulative Midterm
8.  E-commerce Marketing Concepts
9.  Marketing Communications
10. Ethical, Social, and Political Issues
11. Online Retailing and Services
12. Online Content and Media
13. Social Networks and B2B E-commerce

D. LEARNING OUTCOMES (General)

1.  understand the role of e-Commerce in today’s marketplace
2.  acquire the knowledge necessary to design an e-Commerce site.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted