A. Course Description

Credits: 2

Lab Hours/ Weeks: 
Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This graduate seminar course will review the essential infrastructure and transaction components of electronic commerce. It will also examine in detail the evolving panorama of business strategy for business-to-consumer electronic commerce. In that context of strategy for electronic commerce two issues in particular will be examined: (a) achieving synergy of e-commerce with "brick and mortar" business operations & (b) the increasingly significant and evolving role of CRM (Customer Relationship Management) systems. Also examined will be the unique challenges of project management for electronic commerce development efforts that require heavy outsourcing and multiple partnerships with external vendors: Web developers, databases specialists, ASPs, & media specialists.

B. Course Effective Dates: 05/10/2003 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

None

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None