

BUSG 1302
E-Business Management

Western Texas College

- I. Basic Course Information
 - A. Introduction to business. Includes the internet, infrastructure for electronic commerce, markup languages, web-based tools and software, security issues, and electronic payment systems. Also covers strategies for marketing, sales, and purchasing; legal, ethical, and tax issues; and management functions.
 - B. Any required prerequisites: None.
- II. Student Learning Outcomes
 - A. Identify elements for developing a web page; identify security issues; describe transaction processing systems; identify ethical/legal concerns; and discuss tax issues relating to e-commerce transactions.
- III. Major Course Requirements
 - A. Final Exam.
- IV. Information on Books and Other Course Materials
 - A. E-COMMERCE ESSENTIALS; ISBN-13: 978-0-13-354498-5
- V. Other Policies, Procedures and Important Dates are available in the WTC Course [Catalog](#).
- VI. Course Organization and Schedule
 - A. Weekly Course Schedule

Week Number	Section/Online Work
Week 1	Introduction
Week 2	Chapter 1 The Revolution is Just Beginning
Week 3	Chapter 2 E-Commerce Business Models and Concepts
Week 4	Chapter 3 E-Commerce Infrastructure: The Internet, Web, and Mobile Platform
Week 5	Chapter 4 Building an E-Commerce, Presence: Web Sites, Mobile Sites, and Apps
Week 6	Chapter 5 E-Commerce Security and Payment Systems
Week 7	Chapter 6 E-Commerce Marketing and Advertising Concepts

Week 8	Chapter 7 Ethical, Social, and Political Issues in E-Commerce
Week 9	Chapter 8 Online Retail and Services
Week 10	Chapter 9 Online Content and Media
Week 11	Chapter 9 Online Content and Media
Week 12	Chapter 10 Social Networks, Auctions, and Portals
Week 13	Chapter 10 Social Networks, Auctions, and Portals
Week 14	Chapter 11 B2B E-Commerce: Supply Chain Management and Collaborative Commerce
Week 15	Chapter 11 B2B E-Commerce: Supply Chain Management and Collaborative Commerce
Week 16	FINAL EXAM

Disclaimer: Schedule and content is subject to change at the instructor's discretion.

Attendance/Participation	20%
Weekly Class Assignments	60%
Final Exam	20%

Last Modified: August 18, 2015