

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Introduction to E-Commerce

**COURSE NUMBER:** **BBM 350**

**PREREQUISITES:** **BBM 201**

**COURSE DESCRIPTION:**

Most businesses today will engage in and/or in some way be impacted by the internet. The impact of EC is not just the creation of Web-based businesses, it is building a whole new way of doing business, including process, organizational and infrastructure changes. EC has made a major impact not only on the social structure but the way organizations do business in today's global economy. EC plays a role in government, learning, healthcare, business and many other facets of life. Although e-commerce management is based on the universal principles of management, there are differences that need to be taken into consideration such as global economic trends, digital technology, mobility, government regulations and human resources.

**MAJOR INSTRUCTIONAL GOALS:**

**GOAL A:**

Define electronic commerce (EC) and describe its various categories.

**Learning Objectives:** The student will:

- A-1 Understand the history of EC and various EC business models.
- A-2 Understand the contribution of EC to organizations, consumers and society.
- A-3 Understand the digital revolution and limitations of EC.
- A-4 Describe the different types of Social and Business Networks.

**GOAL B:**

Understand consumer electronic retailing (e-tailing) and its characteristics

online marketing and e-tailing.

B-3 Understand order fulfillment, and various EC support services.

B-4 Understand consumer behavior online, market research and advertisement in EC.

**GOAL C:**

Understand Business to Business (B2B) E-Commerce.

**Learning Objectives:** The student will:

C-1 Understand B2B EC: Selling and Buying in Private E-Markets.

C-2 Define B2B exchanges, portals, directories and other support services.

C-3 Understand the importance of partner and supplier relationship management

C-4 Define and understand E-supply chain management.

**GOAL D:**

Identify growing trends in Ecommerce

**Learning Objectives:** The student will:

D-1 Define E-government, E-learning, Consumer to Consumer EC.

D-2 Identify new EC applications.

D-3 Understand Mobile Computing and Commerce.

D-4 Understand the impact of Social Networking on EC.

**GOAL E:**

Understand EC Planning Strategy and Implementation.

**Learning Objectives:** The student will:

E-1 Work with a team to write and develop an e-commerce business plan.

E-2 Understand how to launch a successful online business.

E-3 Understand economics, legal, ethical and compliance issues in EC.

**GOAL F:**

Understand the EC framework, classification and content.

**Learning Objectives:** The student will:

