BUS 107 – Fundamentals of e-Business

Course Description

Examines the development of electronic commerce, the basic technologies used to conduct e-business, and the various forms of electronic business. Presents marketing models used in e-business strategy. Students will examine the processes for business-to-business and business-to-consumer transactions. Reviews the electronic commerce infrastructure, designing and managing online storefronts, payment options, security, privacy, and the legal and ethical challenges of electronic business.

Instructional Materials


Course Learning Outcomes

1. Identify the basic elements of the technology infrastructure used to conduct electronic business.
2. Explain the basic communications and network concepts used in electronic commerce and the basic functioning of the Internet and the World Wide Web.
3. Describe the critical legal and ethical issues related to electronic commerce.
4. Summarize the principle security and privacy issues related to electronic commerce and actions firms can take to address these issues.
5. Outline the considerations for marketing on the World Wide Web and creating an effective Web presence.
6. Describe the operation of online auctions, EDI, and the use of electronic commerce in supply chain management.
7. Develop business strategies that incorporate various forms of electronic business including business-to-business, business-to-consumer, and the business processes that support selling/purchasing activities.
8. Use technology and information resources to research issues in fundamentals of e-business.
9. Write clearly and concisely about fundamentals of e-business using proper writing mechanics.