COURSE SYLLABUS

Course Title:	e-Business	Date submitted:	Spring 2014 (AAC: 14-26)
Department:	Business & Technology		
Curriculum:	e-Commerce		

Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	**Course Code:** (eg. ACC 101)	BBG*214	**Prerequisites:**	
	Course Type:	L/D	None	
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: Internship M: Seminar P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio			
	Elective Type:	G		
	AH: Art History E: English FA: Fine Arts G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences FL: Foreign Language M: Math S: Science SS: Social Science			
	Credit Hours:	3	**Corequisites:**	
	Developmental: (yes/no)	No	None	
	Lecture:	3		
	Clinical:	0		
	Contact Hours: Lab:	0		
	Studio	0		
	Other:	0		
	TOTAL:	3	**Other Requirements:**	
	Class Maximum:	35	None	
	Semesters Offered:	F/Sp/ Su		

Ability-Based Education (ABE) Statement:	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.
Catalog Course Description:	This course covers the basics of how to start and manage an e-business enterprise and examines the impact of the internet on business and how it has expanded a firm's ability to customize its product and service offerings. Emphasis is on new venture finance, the economics of e-commerce, as well as the special finance and business management problems associated with e-commerce such as on-line payments, security, customer service, and inventory control.
Topical Outline: List course content in outline format.	1. The rapidly expanding role of e-Business in the economy 2. The global dimension of e-Business 3. The basics of establishing an e-Business 4. New venture financing 5. e-Business finance 6. On-line payments 7. e-Commerce security 8. Customer service 9. Inventory control 10. Managing growth

Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.	Upon successful completion of this course, the student will be able to do the following: **COURSE:** 1. describe the role of e-business in the economy 2. apply course concepts to develop both a financial plan and business plan for a new e-business venture 3. identify and evaluate potential sources of financing a new e-business venture, and explain inventory control and cash flow financing in an e-business context 4. identify and recommend solutions for the special problems of e-business security and managing growth of an e-business

	PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*
	
	Business Administration Program
	1. Successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of:
	
	   a) the role of accounting and finance in the management of a business enterprise
	   b) various micro- and macroeconomic principles and their influence on the organizational decision-making process
	   .
	2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making
	
	3. demonstrate proficiency in the General Education Abilities as they apply to the business professions
	
	e-Commerce Option
	1. demonstrate competency in researching, planning, implementing, and evaluating the components of an e-enterprise program
	
	2. demonstrate specialized knowledge necessary for success in e-Commerce including applying specialized business concepts as they are applied to the virtual environment

	GENERAL EDUCATION:
	
	5. **Information Literacy/Continuing Learning -** Students will be able to use traditional and digital technology to access, evaluate, and apply information to the needs or questions confronting them throughout their academic, professional, and personal lives.
	
	   Demonstrates: Collects and synthesizes relevant and authoritative information resources appropriate to need and audience and utilizes current technologies to solve problems, complete projects, and make informed decisions.
	
	   Does Not Demonstrate: Does not collect and synthesize relevant and authoritative information resources appropriate to need and audience nor satisfactorily utilize current technologies to solve problems, complete projects, and make informed decisions.

Evaluation: List how the above outcomes will be assessed.	1. examinations 2. papers 3. quizzes 4. oral presentations 5. group projects
Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach	**Required:** No special facilities are required. **Desired:** None

this course.	
Textbook(s)	Textbook: Refer to current academic year printout