

ELECTRONIC COMMERCE (EBUS)

EBUS 3090 Doing Business Digitally

[3 credit hours]

This course is an introduction to the networked economy, e-commerce and business transformation. It covers the technological trends, business opportunities, competitive threats, marketing responses and public policy issues concerning e-commerce.

Term Offered: Spring, Summer, Fall

EBUS 3180 Web Design and Data Analytics

[3 credit hours]

A study of Web site design and management process for effective business communication, including authoring software, graphic tools, scripting techniques, java applets and related technical, legal ethical and managerial issues.

Term Offered: Fall

EBUS 4040 Digital Business Intelligence

[3 credit hours]

A study of business intelligence management in an e-commerce environment, including the use of data mining and inbound marketing analytics tools for market analysis and business decision supports.

Prerequisites: EBUS 3090 with a minimum grade of D-

Term Offered: Spring, Fall

EBUS 4150 Social Media Marketing

[3 credit hours]

A hands-on course involving case studies of successful e-commerce business models and a team-based project to develop e-commerce plan for established and start-up businesses.

Prerequisites: EBUS 3090 with a minimum grade of D-

Term Offered: Spring

EBUS 4940 Internship

[3 credit hours]

Course description: Gain practical, hands –on professional experience while working in an organization.