

COURSE OUTLINE

CMSY-139

Doing Business on the Internet

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course is designed for students in the business curriculum and individuals who are currently working in the business arena. This course will expose the student to a variety of internet-based applications that will benefit any business. The course will cover topics such as electronic commerce, paperless publications, international outreach, collaborative software, research and video conferencing. CMSY-139 will be taught entirely online. To enroll you must have a basic understanding of and access to the Internet, WWW browsing capability, and an electronic mail account. Prerequisite: CMSY-126 or CMSY-129.

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. describe the elements of doing business on the internet as it relates to corporate identity.
2. deliver news or company information.
3. work outside of the traditional office structure.
4. publish without paper.
5. sell products over the web.
6. compare with traditional methods of business service.
7. analyze profitability of web-based method.
8. identify other businesses likely to benefit from the technology.
9. explain possible international implications of using this web solution.
10. if possible, identify any source of income generated by the site (actual online purchasing available, advertising banners, etc.).

Major Topics

1. Corporate Identity
2. Dynamic News
3. Satellite Offices and Workgroups
4. Paperless Publications
5. Electronic Commerce

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

This course consists of five units, which are explored via the internet and traditional resource sources. Students will complete a position paper of approximately four pages in length (~ 1000 words), for each of the five units. Each paper is worth 15%. The remaining 25% of the grade is determined by student participation in the online discussion group.

Other Course Information

In order for students to receive a passing grade, they must spend significant time working on projects outside of the classroom. This will require time on a computer either at home or at school. If students are not able to do this, they should consider changing to audit status.