

# **COURSE OUTLINE**

## **ENTR-111**

### **Advanced Website Development**

1 Semester Hour

## **HOWARD COMMUNITY COLLEGE**

### **Description**

In this course the entrepreneur receives support in development of an electronic business enhancement to their website. Prerequisite: ENTR-110. (15 hours)

### **Overall Course Objectives**

Upon completion of Advanced Website Development the entrepreneur will:

1. Analyze how particular website features assist in marketing the product or service.
2. Define how the enhanced features impact revenue and profit for the business.
3. Develop procedures for use of the enhancements.
4. Define the maintenance costs of an electronic commerce site.

### **Major Topics**

- I. Electronic business value proposition.
- II. Potential sources of electronic business revenue.
- III. Strengths and weaknesses of the electronic business model.
- IV. Electronic business development and maintenance.

### **Evaluation and Grading**

Student/entrepreneurs will be evaluated based upon their application of web site development principles to a website for their own business. Grading will be pass/fail.

### **Other**

This course can serve as a Business elective.