

COURSE OUTLINE

ENTR-154

Introduction to eBay®

1 Semester Hour

HOWARD COMMUNITY COLLEGE

Description

This course serves as an introduction to online auctioneering using eBay®.com. After successful completion of this course, the student will be able to understand effective bidding strategies when purchasing items as well as how to maximize opportunity for success in selling items listed for sale on eBay®.com. Familiarity with a computer, the Internet, and email skills are strongly recommended before enrolling in this course. This course may be completed in fewer than 14 weeks and may be started at any time during the school year. All of the work may be done outside of class (except tests) if student has compatible software. **Credit will only be granted for one of the following: ENTR-154 or ENTR-205.**

Overall Course Objectives

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

1. Register at eBay®
2. Set up a buyer account and a seller account
3. Track transactions
4. Receive and give feedback
5. Conduct research using eBay® Search feature
6. Develop bidding and selling strategies
7. Learn about eBay® program for rules and safety

Major Topics

- I. Navigating the eBay® website
 - A. Registering at eBay®
 - B. Setting up a buyer account and a seller account
 - C. Learning basic eBay® terminology
 - D. Using features on the home page
 - E. Utilizing My eBay® page
- II. Buying on eBay®
 - A. Conducting research
 - B. Developing bid strategies
- III. Selling on eBay®
 - A. Conducting research
 - B. Developing sales strategies
 - C. Editing and attaching images
- IV. Receiving and giving feedback with the user-rater feedback system
- V. Learning about the rules and safety program within the eBay® community

Course Requirements

Grading/exams: Specific assignments and procedures for evaluating student performance in the class will be described in the course syllabus, but will include the following:

1. Multiple choice, true/false test
2. Projects, including written analyses of online auction techniques and strategies

Other Course Information

Call 410-772-4876 between 9 a.m. and 3 p.m. for more information about this course.
This course serves as a Business elective.