Bemidji State University

BUAD 3283: E-Commerce Web Development

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   WWW environment, browsers, Web 2.0, Ajax Client and programming techniques. Major topics include
   Web page design, Web-based multimedia/graphics, XHTML, W3C XHTML validation service, CSS
   AND JavaScript. Create Headings, Links, Images, Special characters, Tables, Lists, Forms, Positioning
   Elements, Embedded Style Sheets, Text Flow, Box Model, User Style sheet and Drop-Down Menu.
   Prerequisites: BUAD 2280 and any computer programming course.

B. COURSE EFFECTIVE DATES:  02/12/2004 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. e-Commerce Site Building Considerations, Create Project Teams
   2. Intro to E-commerce
   3. E-commerce Business Models
   4. E-commerce Infrastructure
   5. Building an E-commerce Site
   6. Online Security and Payment Systems
   7. Cumulative Midterm
   8. E-commerce Marketing Concepts
   9. Marketing Communications
   10. Ethical, Social, and Political Issues
   11. Online Retailing and Services
   12. Online Content and Media
   13. Social Networks and B2B E-commerce

D. LEARNING OUTCOMES (General)

   1. understand the role of e-Commerce in today’s marketplace
   2. acquire the knowledge necessary to design an e-Commerce site.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted