

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