Learning Objectives:

After completing this course, you should be able to:

1.   Recognize the different characteristics of electronic commerce.

2.   Identify the objectives of e-commerce.

3.   Identify different applications of e-commerce, including extranets and electronic payments.

4.   Recognize different e-commerce applications, including B2B and C2C.

5.   Identify resources used for e-commerce.

6.   Recognize technological characteristics of e-commerce applications.

7.   Define Web 2.0 and relationship management characteristics of e-commerce.

8.   Recognize how different products do or do not work well with e-commerce.

9.   Identify the technologies used in Intranet and Extranets.

10.   Recognize the benefits and practical applications of using the Intranet.

11.   Recognize different network types used for e-commerce.

12.   Recognize uses advertising and marketing for e-commerce applications.

13.   Identify different types of online advertising used to attract customers.

14.   Identify ways to use technology to track customers.

15.   Recognize popular online payment methods.

16.   Identify the uses an EDI system and understand its benefits.

17.   Recognize factors affecting the flow of data within the EDI system.

18.   Recognize laws that govern electronic commerce activities

19.   Recognize tax issues surrounding electronic commerce activities

20.   Recognize domain names and standards.

21.   Identify methods for building an effective e-commerce website.

22.   Recognize success factors for e-commerce website.