



e-Commerce II Honors

Course Description

This course is designed to help students master advanced skills in electronic commerce security, payment infrastructure, secure electronic commerce transactions, and electronic commerce order entry, tracking and fulfillment. Topics include marketing techniques for electronic commerce Web sites, tracking and using customer and sales data, and other uses of databases in electronic commerce sites. Upon completion of this course, students should be able to work with a small business owner to develop and promote an electronic business Web site, and recommend an Internet host. Assessments include multiple choice questions, true/false questions, discussion assignments, projects, and a capstone project.

Prerequisites

Honors e-Commerce I

DLAs, to see a current list of textbooks and course materials, including required websites, please go to the Textbook Tab in the DLA SPA.