

ITM 350 – Concepts of e-Business

This course introduces the student to the business aspects of the Internet and the specific applications of eBusiness. It covers the technical, social and business changes that are taking place to make eBusiness fundamental to today's business activities. Through an examination of these changes it will identify the emerging opportunities and review how to develop business strategies and architectures to capture these opportunities. It will also examine the nature of products and services on the Internet, as well as payment systems and electronic funds transfer.

Lect:	2 hrs.
Lab:	1 hr.
Prerequisite:	ITM 100 or ITM 102 or Direct Entry
Course Weight:	1.00
Billing Units:	1

GMS 550 – Business-to-Business e-Commerce

Some of the most significant changes caused by electronic commerce are in the way that businesses trade with one another. This course will cover the key elements needed to operate in the virtual business marketplace, with special emphasis on the impacts on the supply chain. Topics covered will include issues in procurement, logistics and manufacturing, as well as an examination of the trading communities that are emerging as players in this new marketplace. (Formerly MGT 550)

Lect: 3 hrs.

Course Weight: 1.00

Billing Units: 1

MKT 530 – e-Marketing

The Internet challenges many of the traditional views of marketing. This course examines such issues as brand management, consumer behaviour, customer segmentation, advertising and international marketing, to identify how organizations adapt their approaches to marketing to take advantage of the new opportunities on the Internet. The course addresses marketing issues for both business-to-business and business-to-consumer. (No transfer credit ruling).

Lect: 3 hrs.

Prerequisite: MKT 100 or HTM 302 or Direct Entry

Course Weight: 1.00

Billing Units: 1

RMG 910 – Multi-Channel Retailing

Electronic commerce is both an opportunity and a threat for traditional retailers. This course will examine the ways in which retailers can compete in the virtual marketplace. Topics include setting up an online store, effective online communications, building customer service and loyalty, order taking, processing, web analysis, payment security, and privacy issues. In addition, the course will explore the synergy between e-retail and traditional retailing, as well as new e-retail start-ups.

Lect: 3 hrs.
Prerequisite: ITM 350 or RMG 200
Course Weight: 1.00
Billing Units: 1