Vision Statement

Sorrell College of Business will be the first choice for higher business education students in their quest to succeed in a dynamic and global economy. Sorrell College of Business will create the model for 21st century business education and community service.

Mission Statement

Through operations that span the State of Alabama, the United States, and the world, Sorrell College of Business equips our students with the knowledge, skills, abilities and competencies to become organizational and community leaders who make a difference in the global village and global economy. Through this endeavor, we serve students, employers, faculty, and Troy University at large as well as the local and global communities.

Prerequisites

If part of the EMBA sequence, EMBA 5501. If part of the MBA sequence, MBA 5505 or equivalent. Otherwise, graduate standing. Not available in the MSHRM program.

Description

Introduces state-of-the-art concepts and applications which are emerging in the field of electronic commerce.

Objectives

On completion of the course, the student should be able to:

1. Identify electronic-commerce system technologies and explain their effects on firms, industries, and the organization of work.
2. Identify the potential benefits and limitations of electronic-commerce system technology, and the strategic efforts required to create a viable e-business.
3. Outline strategies for corporate growth based on the effective use and management of electronic-commerce systems.
4. Analyze a business problem related to e-business challenges, and design an electronic-commerce system solution.

Master Syllabi are developed by the senior faculty in each business discipline. This Master Syllabus must be used as the basis for developing the instructor syllabus for this course, which must also comply with the content specifications outlined in the Troy University Faculty Handbook.

The objectives included on this Master Syllabus must be included among the objectives on the instructor’s syllabus, which may expand upon the same as the instructor sees fit. The statement of purpose seeks to position the course properly within the curriculum and should be consulted by faculty as a source of advisement guidance. Specific choice of text and other details are further subject to Program Coordinator guidance.

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5. Explain how electronic-commerce systems can be used to transform business processes and improve management control.
6. Apply electronic-commerce strategies to business objectives in an apt scenario.

Purpose

To introduce technologies and management issues in e-commerce, emphasizing the technologies to support e-commerce, the advantages and limitations of e-commerce, and use of e-commerce as a strategic tool to improve business processes. MBA Information Systems option requirement. EMBA/MSM Information Systems concentration requirement. MBA unspecified elective (non-Accounting).

Approved Texts


Supplements


(UPDATED by IS-DCC: August 15, 2008)

Added mission and vision statements.