

MBA 6360 : E-Business Strategies

This course provides an overview of the conduct and management of e-business. Topics covered include technologies that support e-business, different e-business models and applications, security issues, electronic payment systems, legal and ethical issues, global issues, design and implementation issues and strategy for implementing an e-business. Students will also examine the use of email, social media, web-based advertised, text and multi-media messages as marketing channels.

Credits 3

Course ID

005863

Requisites

[MBA 6360](#) Prerequisites: [MBA 5907X](#), 5908X, 6307.

Semester Offered

[Offered as needed](#)