

# **E-Commerce:**

## *Applications and Technology*

### **Course Description**

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The combination of growth in the commercial utilization of the Internet, the rapid changes in technology, and the complexity of management has expanded the scope of the duties of business managers. This covers all aspects of electronic commerce: the Internet, advertising and marketing, and specific technologies. It also addresses steps to move business online, e-commerce strategies, and the concerns of business managers such as security issues.

**Completion Deadline & Exam:** This course, including the examination, must be completed within one year of the date of purchase. In addition, unless otherwise indicated, no correct or incorrect feedback for any exam question will be provided.

**Course Level:** Overview. This program is appropriate for professionals at all organizational levels.

**CPE Credits:** 6 (CPA)

**Category:** Information Technology

**Prerequisite:** None

**Advanced Preparation:** None

### **Course Learning Objectives**

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#### **Chapter 1: The Growth of Electronic Commerce**

After studying this chapter you will 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.

#### **Chapter 2: What is Electronic Commerce**

After studying this chapter you will be able to:

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

2. Identify resources used for e-commerce.
3. Recognize technological characteristics of e-commerce applications.

### **Chapter 3: The Internet and Electronic Commerce**

After studying this chapter you will be able to:

1. Define Web 2.0 and relationship management characteristics of e-commerce.
2. Recognize how different products do or do not work well with e-commerce.

### **Chapter 4: Intranet and Extranet**

After studying this chapter you will be able to:

1. Identify the technologies used in Intranet and Extranets.
2. Recognize the benefits and practical applications of using the Intranet.
3. Recognize different network types used for e-commerce.

### **Chapter 5: Marketing and Advertising**

After studying this chapter you will be able to:

1. Recognize uses advertising and marketing for e-commerce applications.
2. Identify different types of online advertising used to attract customers.
3. Identify ways to use technology to track customers.

### **Chapter 6: Online Payments, Electronic Data Interchange and XML**

After studying this chapter you will be able to:

1. Recognize popular online payment methods.
2. Identify the uses an EDI system and understand its benefits.
3. Recognize factors affecting the flow of data within the EDI system.

### **Chapter 7: Legal, Ethical, Tax Issues and Assurance Services**

After studying this chapter you will be able to:

1. Recognize laws that govern electronic commerce activities
2. Recognize tax issues surrounding electronic commerce activities

## **Chapter 8: Establishing a Presence on the Web and Business Online Strategies**

After studying this chapter you will be able to:

1. Recognize domain names and standards.
2. Identify methods for building an effective e-commerce website.
3. Recognize success factors for e-commerce websites.