

LUNA COMMUNITY COLLEGE
2019-2021
BUSINESS ADMINISTRATION
CURRICULUM PROFILE

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PROGRAM GOALS

The Associate of Applied Science degree in Business Administration prepares graduates to begin or advance their careers in the business world. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC) with a wide range of interests including accounting, business, finance, information systems, management, and marketing.

Graduates of the program will:

- Use the techniques, skills, and business tools necessary to support modern business practices.
- Explain professional and ethical standards and their application to business activities.
- Perform general accounting procedures and financial analyses.
- Explain which principles of management are applicable to a particular organization.
- Explain which marketing principles are relevant to individual sales programs and efforts.
- Utilize current computer technology and application.

BUSINESS ADMINISTRATION
Associate of Applied Science Degree
Minimum of 60 Credit Hours
2019-2021

The Associate of Applied Science degree in Business Administration prepares graduates to begin or advance their careers in the business world. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC) with a wide range of interests including accounting, business, finance, information systems, management, and marketing. If the primary goal is to transfer, the student must learn in advance of the particular requirements of the intended school or university. This degree can be completed online.

Degree Requirements		Credit Hours: 60
General Education Core.....		(17 hours)
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ENGL1110	Composition I -OR-	3
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Course Descriptions and Learning Outcomes (Competencies)

PROGRAM REQUIREMENTS

NEW#: ACCT2110 **Principles of Accounting I**
OLD #: ACCT200 **Accounting Principles I**
NM Consortium #: ACCT 2113 **Principles of Accounting I (Financial)** **4;(4,0)**

An introduction to financial accounting concepts emphasizing the analysis of business transactions in accordance with generally accepted accounting principles (GAAP), the effect of these transactions on the financial statements, financial analysis, and the interrelationships of the financial statements.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C, the student should be able to:

1. Analyze business transactions, their effects on the financial statements and the interrelationships of the financial statements involving the following:
 - a. Cash transactions
 - b. Receivables and Net Realizable Value
 - c. Operational Assets and Depreciation
 - d. Inventory
 - e. Current Liabilities
 - f. Long-term Liabilities
2. Define, identify and demonstrate the impact of adjusting entries on financial statements.
3. Explain and demonstrate the differences between cash and accrual basis accounting.
4. Define and identify generally accepted accounting principles.

Required to be included in either ACCT 2113 or 2123

1. Analyze equity ownership transactions and their effect on the financial statements.
2. Identify the cash flow statement activities and explain the purpose of the cash flow statement.
3. Perform ratio analysis to evaluate financial statements.

NEW#: ACCT2120 **Principles of Accounting II**
OLD#: ACCT201 **Accounting Principles II**
NM Consortium #: ACCT 2123 **Principles of Accounting II (Managerial)** **4;(4,0)**

An introduction to the use of accounting information in the management decision making processes of planning, implementing, and controlling business activities. In addition, the course will discuss the accumulation and classification of costs as well as demonstrate the difference between costing systems.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C, the student should be able to:

1. Identify the differences between financial and managerial accounting.
2. Illustrate the accumulation of costs in cost accounting systems.
3. Describe the basic elements of the budgeting process, its objectives and budget preparation.
4. Define and classify cost behavior.
5. Perform cost-volume-profit analysis for decision making.
6. Perform differential (incremental) analysis for business decision making.
7. Explain the cause of the variance and its effect on the income statement.
8. Explain and demonstrate the difference between traditional costing and activity-based costing.

Required to be included in either ACCT 2113 or 2123

1. Analyze equity ownership transactions and their effect on the financial statements.
2. Identify the cash flow statement activities and explain the purpose of the cash flow statement.
3. Perform ratio analysis to evaluate financial statements.

NEW#:	BUSA1110	Introduction to Business	
OLD#:	BUS105	Introduction to Business	
NM Consortium #	BUSA 1113	Introduction to Business	3;(3,0)

Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership.
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-cultural, environmental, diversity, economic, technological, and global.
5. Describe the purpose and functions of finance, operations, marketing, management, accounting, and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation and writing skills, and team skills.

Optional:

1. Describe the purpose and content of a business plan.

NEW#:	BFIN2110	Introduction to Finance	
OLD#:	BUS120	Principles of Finance	
NM Consortium #:	BFIN 2013	Introduction to Finance	3;(2,2)

Introduces tools and techniques of financial management. Includes time value of money; financial planning, diversification and risk; debt and equity investment decisions; and financial statement analysis.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Explain the time value of money and its application in decision-making, including calculating present and future values of single payment and series of payments.
2. Identify the major sources of external long-term financing for corporations.
3. Explain risk-return tradeoff as it relates to diversification.
4. Differentiate the role of finance from other related disciplines such as accounting and economics.
5. Demonstrate knowledge of capital markets and securities (debt and equity).
6. Describe basic types of financial ratios and their uses.
7. Demonstrate the ability to prepare cash flows and make qualitative judgments on the relevance of the changes from one-time frame to another.

Optional:

1. Personal finance topics such as managing credit and investments.

NEW#:	BUS153	Entrepreneurship I	
OLD#:	BUS153	Entrepreneurship I	
NM Consortium #:	ENTR1113	Entrepreneurship	3;(3,0)

Introduces students to the concept of entrepreneurship and to the process of business startups.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Identify the unique characteristics of an entrepreneur.
2. Identify opportunities and conduct needs analysis.
3. Develop value proposition/market fit for proposed products and services.
4. Develop an appropriate business model.
5. Identify availability of necessary resources.

NEW#:	BUS295	Business Capstone	
OLD#:	BUS295	Business Capstone	
NM Consortium #:	NOT ARTICULATED		1;(1,0)

The capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam based on the program learning outcomes. It is the intent of this course that the student will bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone course in his or her last semester at LCC. Prerequisite: Instructor Approval

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70% = C or better, the student should be able to:

1. Identify and be able to apply accounting principles to a real-life situation, including GAAP and analysis of financial statements.
2. Identify and be able to apply economic principles to a real-life situation, including opportunity cost, supply/demand, GDP and inflation, unemployment, fiscal and monetary policy, and elasticity, utility, and product markets.
3. Identify and be able to apply marketing principles to a real-life situation, including the 4 Ps of marketing (product, price, place, and promotion), marketing strategies, target markets, and value creation.
4. Identify and be able to apply finance principles to a real-life situation, including time value of money and its application in decision making; knowledge of capital markets and securities (debt and equity).
5. Identify and be able to apply management principles to a real-life situation, including functions of management, theories of management, and leadership styles.
6. Identify and be able to apply ethical principles to a real-life situation as they apply accounting, economics, marketing, finance, and management.
7. Apply critical thinking, communication skills, and information & digital literacy as they apply accounting, economics, marketing, finance, and management principles to a real-life situation.

NEW#:	BCIS1110	Introduction to Information Systems	
OLD#:	CSA150	Computer Fundamentals	
NM Consortium #:	BCIS 1113	Fundamentals of Information Systems	3;(2,2)
Examination of information systems and their impact on commerce, education, and personal activities. Utilization of productivity tools for communications, data analysis, information management and decision-making.			
Learning Outcomes:			
Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:			
1. Describe the social impact of information literacy and systems in relation to commerce, education, and personal activities.			
2. Explain how to use the information resources legally, safely, and responsibly in relation to ethical, security, and privacy issues.			
3. Evaluate bias, accuracy and relevance of information and its sources.			
4. Use productivity tools for communications, data analysis, information management and decision making.			
5. Describe and use current information systems and technologies.			

NEW#:	ECON2110	Macroeconomic Principles	
OLD#:	ECON208	Principles of Macroeconomics	
NM Consortium #:	ECON 2113	Macroeconomic Principles	3;(3,0)
Introduces macroeconomic theory and explores interrelationships involving inflation, unemployment, gross national product, taxes, government spending and the domestic and world monetary systems. (Not final description)			
Learning Outcomes:			
Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:			
1. Explain the concepts of opportunity cost, comparative advantage and exchange.			
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events.			
3. Explain the circular flow model and use the concepts of aggregate demand and aggregate supply to analyze the response of the economy to disturbances.			
4. Explain the concepts of gross domestic product, inflation and unemployment and how they are measured.			
5. Describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions in the economy.			
6. Define fiscal policy and monetary policies and how these affect the economy.			
Optional:			
1. Explain foreign exchange rates, markets, and the balance of payments.			
2. Explain how trade restrictions affect the economy.			

NEW#:	ECON2120	Microeconomic Principles	
OLD#:	ECON209	Principles of Microeconomics	
NM Consortium #:	ECON 2123	Microeconomic Principles	3;(3,0)
Introduces microeconomic theory and explores market allocation of resources; supply and demand; theory of marginal analysis; market types; market failure; regulation and antitrust; economic growth and innovation; business finance; economic globalization; and cultures of capitalism. (Not final description)			
Learning Outcomes:			
Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:			
1. Explain the concept of opportunity cost.			
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events, including price ceilings and price floors.			
3. Explain the concepts and calculate price elasticity of demand and supply and income elasticity.			
4. Demonstrate an understanding of consumer choice including utility analysis.			
5. Demonstrate an understanding of producer choice, including cost analysis and breakeven point.			
6. Compare and contrast the following market structures: perfect competition, monopoly, monopolistic competition, and oligopoly.			
Optional:			
1. Explain the impact of government intervention in markets including the impact of taxes and antitrust.			
2. Explain the role of labor and capital markets.			

NEW#:	MGMT2110	Principles of Management	
OLD#:	MGMT207	Principles of Management	
NM Consortium #:	MGMT 2113	Principles of Management	3;(3,0)
An introduction to the basic theory of management including the functions of planning, organizing, staffing, leading, and controlling; while considering management's ethical and social responsibilities.			
Learning Outcomes:			
Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:			
1. Explain the major functions of management including planning, organizing, communications, controlling, motivating, leading, and staffing.			
2. Recognize major developments in the history of management thought.			
3. Describe the basic managerial processes including decision-making and other key skills necessary for managers to perform their roles.			
4. Identify an organization's stakeholders and the importance of social and ethical responsibility of managers.			
5. Explain the formulation and implementation of strategic planning, including the relationship between goals, plans, vision statements, and mission statements.			
6. Describe the strategies managers use to help organizations adapt to changing internal and external environments.			
7. Explain organizational change, forces for change, sources of resistance to change, and the techniques managers can use to implement and facilitate change.			

NEW#:	MGMT218	Principles of Small Business Management	
OLD#:	MGMT218	Principles of Small Business Management	
NM Consortium #	ENTR2113	Small Business Management	4;(4,0)

This course provides students with extensive knowledge of the steps needed to start and run a small business. Topics include; entrepreneurial opportunities, preparing the business plan, marketing and managing small business operations, financial and administrative controls, and social and legal environment.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Contrast the legal forms of business ownership.
2. Prepare a feasible business plan.
3. Describe the impact of internal and external environmental factors on management decision-making.
4. Explain typical governmental regulations, registrations, and reporting and compliance requirements impacting business.
5. Project financial resources and statements to identify problems and timing of cash infusion.
6. Develop a customer relationship management system.

NEW#:	MKTG2110	Principles of Marketing	
OLD#:	MKT201	Principles of Marketing	
NM Consortium #:	MGMT 2113	Principles of Management	3;(3,0)

An introduction to the basic theory of management including the functions of planning, organizing, staffing, leading, and controlling; while considering management's ethical and social responsibilities.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should be able to:

1. Explain the major functions of management including planning, organizing, communications, controlling, motivating, leading, and staffing.
2. Recognize major developments in the history of management thought.
3. Describe the basic managerial processes including decision-making and other key skills necessary for managers to perform their roles.
4. Identify an organization's stakeholders and the importance of social and ethical responsibility of managers.
5. Explain the formulation and implementation of strategic planning, including the relationship between goals, plans, vision statements, and mission statements.
6. Describe the strategies managers use to help organizations adapt to changing internal and external environments.
7. Explain organizational change, forces for change, sources of resistance to change, and the techniques managers can use to implement and facilitate change.

APPROVED ELECTIVES

NEW#: ACCT218 QuickBooks
OLD#: ACCT218 QuickBooks
NM Consortium #: NOT ARTICULATED **4;(3,2)**

This is a hands-on-course designed to introduce students to accounting application software. Students will learn how to develop Chart of Accounts; manage accounts payable, accounts receivable, and payroll; and how to develop, print, and analyze financial statements. Prerequisite: ACCT200.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Apply software for setting up company accounting systems;
2. Use, display and print chart of accounts;
3. Create and adjust journal entries;
4. Account for and report on customer and sales transactions;
5. Account for and report on vendor, purchase, and inventory transactions;
6. Account for and report on payroll activities, and
7. Create financial reports, reconcile bank accounts, and adjust entries

NEW#: ACCT2130 Introduction to Intermediate Accounting I
OLD#: ACCT231 Intermediate Accounting
NM Consortium #: ACCT2133 Introduction to Intermediate Accounting I **4;(4,0)**

Introduction to intermediate accounting concepts, principles and practices, stressing financial reporting theory, applied financial accounting problems and contemporary financial accounting issues. Focuses on the determination of income and financial position of the corporate form of organization.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C, the student should be able to:

1. Identify GAAP necessary to record specific economic transactions related to realization principle (revenue recognition), matching principle (expense recognition) and the balance sheet asset categories.
2. Analyze how economic transactions reported under GAAP impact financial statements.
3. Select the appropriate GAAP to record these economic transactions.
4. Prepare required entries, financial statements and disclosures for these transactions.
5. Critically examine accounting practices for recognition and reporting and their impact on the accounting environment.

NEW# BUS102 **Quantitative Methods in Business**
OLD#: BUS102 **Quantitative Methods in Business**
NM Consortium #: NOT ARTICULATED **3;(2,2)**

This course helps the student develop problem-solving skills using mathematical equations to solve business problems and to enhance business performance and operations. Topics covered in this course include: the time value of money, interest calculations, trade and cash discounts, and concepts related to minimizing operational costs while increasing productivity.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C, a student should be able to:

1. Explain the time value of money and its application in decision making, including calculating present and future values of single payments and series of payments; calculation of internal rates of return; calculation of payments needed to produce a present or future value and demonstration of competency with respect to the valuation of bonds and perpetuities.
2. Calculate Discounts, both trade and cash, differentiating between the applicability of the one or other for a given situation. Additionally, appreciate the financial costs of credit and payment terms.
3. Perform break-even calculations, utilizing the concepts of contribution margin, selling price, variable vs fixed costs, and the use of “rules-of thumb” for a business when estimates will provide immediate guidance.
4. Calculate the real costs of installment buying, advantages/disadvantages of paying off installment loans before due date, and the true cost of revolving charge and credit cards.
5. Differentiate between markups based on cost vs. selling price; markdowns, and pricing perishable vs. nonperishable goods.
6. Explain the cost-benefit analysis involved in working capital management decisions involving cash, accounts receivable, inventory, accounts payable and short-term financing. Make or buy the asset?

NEW#: BUS205 **Business Administration Internship**
OLD#: BUS 205 **Business Administration Internship**
NM Consortium #: NOT ARTICULATED **3;(0,9)**

This course provides students with the opportunity to gain academic credit for professional, on-the-job experience while working for a private, local, state or federal agency. Internships are unique and negotiated between the student, employer, and respective facility/advisor. Students are required to comply with specifications set forth in the individualized cooperative education program training agreement. Supervision is monitored and recorded by the specific agency and documented and reported to the specific agency and the Business Administration facility/advisor. *Prerequisite: Instructor approval*

NEW#: CSA208 **Microsoft Access**
OLD#: CSA208 **Microsoft Access**
NM Consortium #: NOT ARTICULATED **3;(2,2)**

This course provides an in-depth study of Microsoft Access database software with a hands-on approach. A MOUS Microsoft certified textbook is utilized.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Identify the basic Access (Database) concept;
2. Describe and apply basic to advanced skills;
3. Recognize and demonstrate the concepts of creating, editing, and formatting Databases;
4. Apply and demonstrate the concepts of working with queries, forms, and reports;
5. Utilize tables in creating databases;
6. Analyze data using reports from basic to advanced reports.

NEW#:	CSA217	Microsoft Excel	
OLD#:	CSA217	Microsoft Excel	
NM Consortium #:	NOT ARTICULATED		3;(2,2)
This course provides an in-depth study of Microsoft Excel spreadsheet software. A hands-on approach is taken with projects and assignments covering the MOUS certification requirement.			
Learning Outcomes:			
Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:			
1. Identify the basic Excel (spreadsheet) concept;			
2. Describe and apply basic to advanced skills;			
3. Recognize and demonstrate the concepts of creating, editing, and formatting worksheets;			
4. Apply and demonstrate the concepts of working with charts, pivot tables, lists, and use what-if analysis;			
5. Apply formulas and functions;			
6. Analyze data using formulas, compiling workbook data, utilizing tables			

NEW#:	CSA233	Desktop Publishing	
OLD#:	CSA233	Desktop Publishing	
NM Consortium #:	NOT ARTICULATED		4;(3,2)
This course utilizes a variety of software packages to produce reports, brochures, advertisements, correspondence, and newsletters. Various software packages are used such as Microsoft Office Publisher and Adobe InDesign CS Suite.			
Learning Outcomes:			
Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:			
1. Describe the fundamentals of Microsoft Office Publisher 2007			
2. Define the concepts used to create documents			
3. Identify proper procedures used to create professional publications for course work, professional purposes, and/ personal use			
4. Give examples via exercise oriented approach to learning			
5. Utilize the techniques associated with Adobe In-Design CS4			
6. Integrate the use of Master Pages and placed objects			
7. Integration of layers and libraries, and color and tables			
8. Identify tools available with Adobe In-Design CS4			
9. Demonstrate via publication of Adobe In-Design CS4 documents			
10. Application of theory/application			

NEW#:	CSA242	Web Design	
OLD#:	CSA242	Web Design	
NM Consortium #:	NOT ARTICULATED		3;(2,2)
This course introduces students to the design of an HTML document. Students will be required to learn the basic elements of HTML documents using Forms, Frames, and Lists. Students will also use Adobe CS Dreamweaver Suite to design web page formats. Students will apply the design, develop, test, implement, update and evaluate web solutions.			
Learning Outcomes:			
Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:			
1. Identify the elements of HTML			
2. Identify common Web page formats and functions-HTML			
3. Define the HTML, CSS languages and create Web pages suitable for course work, professional			
4. purposes and personal use-Adobe Dreamweaver CS4			
5. Apply the design, develop, test, implement, update, and evaluate web solutions-Adobe Dreamweaver CS4			

NEW#: MGMT209 Human Resource Management
OLD#: MGMT209 Human Resource Management
NM Consortium #: NOT ARTICULATED **4;(4,0)**

This course will define the role of human resource management by introducing students to the level of critical thinking skills required to successfully manage people and business. Students will also cover the various aspects of human resource functions and their importance in managing successful organizations. Emphasis is placed on the importance of labor laws, employee benefits, and the development of personal management skills.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Translate higher level thinking skills required to successfully manage people and businesses;
2. Describe human resource functions and their importance to an organization's successful operation;
3. Identify and develop personal management skills to function effectively and efficiently in a business environment,
4. Define the role of human resource management.

NEW#: MGMT211 Business Ethics
OLD#: MGMT211 Business Ethics
NM Consortium: NOT ARTICULATED **3;(3,0)**

This course is the study of theoretical and practical problems of moral conduct in the field of business. Emphasis is placed on the application of ethical theories and the practical problems encountered in the day-to-day conduct of business affairs.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Demonstrate the importance of ethical and corporate responsibility.
2. Identify the value of ethics and social responsibility in building and maintaining business relationships.
3. Identify & differentiate between an ethical or unethical situation.
4. Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society
5. Assess the role of ethics and social responsibility in decision making

NEW#: MKT203 E-commerce
OLD#: MKT203 E-commerce
NM Consortium #: NOT ARTICULATED **3;(2,2)**

This course introduces the student to many aspects of e-commerce that includes electronic commerce; exchange in buying and selling goods/services via the internet; transfer of funds through digital communications; and various internet functions, such as marketing, finance, invoicing, direct payments, and the use of shopping carts.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. Identify the evolution of Electronic Commerce.
2. Identify the ethics and online business practices.
3. Identify the key business and technology elements of E-Commerce.
4. Identify and differentiate between business strategies for E-Commerce and marketing on the web.
5. Utilize both theory and practice of conducting business over the internet/world wide web.
6. Identify components of selling on the web.
7. Know the supply chain management using internet technologies
8. Demonstrate the importance of E-Commerce.