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Designing an Electronic Commerce Curriculum

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Introduction

The Department of Information Technology and Electronic Commerce (ITEC) has been teaching an MBA elective course in Electronic Commerce (EC) twice each year since 1996. Recently, approval was obtained to offer an MBA specialization in EC as well as a Masters in IT with two tracks: one in Business Information Technology and a second in EC.

This tutorial will draw on the experiences over the last three years in designing and conducting the overview course in EC and more recent experience in designing and gaining approval for the EC specialization and the EC track for the Masters in IT. It will also cover the ways that EC topics are delivered to all students in an integrated MBA curriculum. It should be of interest to faculty who are interested in infusing EC topics into the curriculum at any level.

Designing and Conducting the EC Course

Over the past three years we have taken several different approaches to the EC course and have settled in on one that seems to be working well. It is a comprehensive overview of EC including EDI, CALS, and Internet-based EC. The course as it now stands is text-driven and incorporates lab sessions, cases, field trips, guest speakers and a course project. The topics covered will be discussed along with alternatives considered, and with reference to supporting resources.

EC Topics in the General MBA Curriculum

The MBA curriculum at the Daniels College of Business is an integrated one, with from two to six traditional academic domains incorporated in a single course. The way that EC topics are covered in the integrated curriculum will be discussed, including references to readings and cases.

EC MBA and Masters Curricula

The Daniels College of Business is on the quarter system. The MBA specialization in EC consists of five courses (20 quarter hours) in addition to the MBA Core, for a total of 76 quarter hours. The Masters Track in EC consists of 24 quarter hours from the MBA core and ten courses (40 quarter hours) in the EC track. The course content and sequencing in each program will be discussed, along with the rationale for each and alternatives considered. Of particular note is that we have the degrees positioned as including both an IT and Marketing component. The MBA specialization contains three IT courses and two Marketing courses, while the Masters track consists of eight IT courses and two Marketing courses.