

**ECON S-196. Electronic Commerce Strategies (CRN: 31529)**

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This course examines the strategic opportunities and challenges of exchanging goods and services over networks. Students will learn how companies plan electronic commerce initiatives and harness networked hardware and software capabilities to improve their relationships with customers, suppliers, and other business partners. Case studies and exercises will help students learn how to analyze e-commerce opportunities and risks, and to plan and implement effective e-commerce strategies for both established firms and startups in a variety of industries. Consideration will be given to regulatory, ethical, and societal implications of specific strategic choices.