INFORMATION TECHNOLOGY FOR BUSINESS

Course Outcome:

1. Remembering: Students will be able to recall the concepts and terminology related to information technology for business, focusing on e-commerce, such as e-commerce business models, web servers, and the World Wide Web.

2. Understanding: Students will demonstrate an understanding of the strengths and weaknesses of different e-commerce business models, as well as the principles of successful business models in the online environment.

3. Applying: Students will be able to apply their knowledge of interactive advertising and marketing strategies to create effective online campaigns for e-commerce businesses.

4. Analyzing: Students will be able to analyze the importance of internet security and privacy in e-commerce, including the challenges of electronic security and encryption techniques like secret key encryption.

5. Evaluating: Students will be able to evaluate the evolution of cyber laws and their role in preventing cyber crimes, as well as the implementation difficulties of electronic data interchange in e-commerce.

6. Creating: Students will be able to design and propose strategies to address electronic security challenges and ensure a secure online environment for e-commerce transactions.