

E-Commerce: The Lesson Plan

Lesson 1: Introduction to E-Commerce

Learning Objectives

1. Understand how the Internet is causing the rules of business to change
2. Understand some of the causes of the rapid growth of e-commerce
3. Understand the management challenges of e-commerce
4. Be familiar with the Case Studies of Dell and Triggerstreet.com

Readings

What Every CEO Needs to Know about Electronic Business: A Survival Guide

Throw Out Your Old Business Model

As you read, take the following notes, then go to the interactive exercises to further your understanding.

What Every CEO Needs to Know about Electronic Business: A Survival Guide

As the article states, the Net has changed the rules--for good. The article lists 10 things that a business should do in order to survive. Rank order these 10 must-do action items in order of importance where 1 is most important and 10 is least important. Then go to the web poll and see where you are the same as your fellow classmates.

Throw Out Your Old Business Model

According to this article, what must a business do in order to survive?

Case Studies

Now, surf the case studies on Dell and Triggerstreet.com. We will refer back to them throughout the course.