

# EMB 1005: Foundations of e-Business

E-business models in the context of the value chain, from suppliers to customers, compared and contrasted with traditional business designs. Business-to-Business (B-to-B), Business-to-Consumer (B-to-C), and Business-to- Workforce (B-to-W) channels within the framework of meeting business objectives and creating value. Topics: Economic principles and E-business, customer acquisition and service, supply chain fundamentals, sales/marketing/branding strategies, channel optimization, and human capital challenges.

**Credits:** 3.0