

Issues Involved In Starting And Conducting Electronic Commerce Programs On The Bachelor Level

Panelists:

David Zolzer - Northwestern Louisiana State University

Bruce White - Quinnipiac University, Hamden, CT

John Webster – Dakota State University, Madison, SD

A representative from the University of South Alabama, Mobile, AL

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Abstract:

Electronic Commerce programs have started to be offered on the undergraduate level as well as the masters level. Many schools are teaching undergraduate courses in electronic business and electronic commerce, but few schools have actually started undergraduate degree programs in electronic commerce or electronic business. This panel will have representatives from institutions that will discuss issues related to starting and conducting undergraduate electronic commerce degree programs.

This panel will appeal to campuses interested in starting an electronic commerce program.