Program Name: Master of Science in Administrative Studies: Concentration in Ecommerce, Systems and Technology

Academic Department: Administrative Science
Program Director/Coordinator: Dr. Kip Becker
Date approved by department/program faculty: October 4, 2013

Learning Objectives:

Students graduating with a master of science in administrative studies: concentration in ecommerce, systems and technology are expected to:

1. Have obtained from the degree core an understanding of critical and innovative thinking, a global business perspective, enhanced communication skills as well as the technical tools and techniques necessary for business decision making.

2. Develop an appreciation of the tremendous opportunities afforded by the web, and develop skills in electronic business strategy, ecommerce marketing, electronic business technology, ecommerce website design, functionality and development.

3. Be able to manage the different aspects of Ecommerce and demonstrate comprehensive understanding of infrastructure and costs associated with implementation, and to master technical skills so that one can confidently oversee a firms online operations.

4. Develop the technical skills to be able to oversee the firms search engine-based marketing operations, as well as the strategies involving the role of multimedia applications.

5. Obtain the skills necessary to be able to write and put into operations the firm's internet strategy

6. Acquire specific skills and abilities necessary to operate globally and leverage a broad range of innovative marketing techniques ranging from search engine optimization to search engine marketing and leverage the influence of social media and data analytics.