

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE  
COURSE OUTLINE**

DEPT. SBM                      COURSE NO. SBMT2332

NUMBER OF CREDITS: 2

COURSE TITLE: SBM e-Business Sales

CATALOG DESCRIPTION: In this course the business owner or manager will learn to recognize the opportunities, costs, and risks of e-sales for their business. Students will explore sales options, research e-sales costs, and start-up procedures for conducting e-sales within the business.

AUDIENCE: Small Business Owners & Managers

FULFILLS MN TRANSFER CURRICULUM AREA(S): *N/A*

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: Semester

THIS COURSE IS USUALLY OFFERED:

Every other year       fall       spring       summer       undetermined

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

- a. Identify e-sales product or service options
- b. Identify e-sales support needs
- c. Define e-sales for business
- d. Identify internet web site options

2) THINKING SKILLS:

- a. Create e-sales marketing plan
- b. Create e-sales start-up plan
- c. Create web site presence on the internet
- d. Train staff for e-sales

3) COMMUNICATIONS SKILLS:

4) HUMAN DIVERSITY:

- a. Identify how to reach diverse population through e-sales

TOPICS TO BE COVERED:

- 1) E-business sales

LIST OF EXPECTED COURSE OUTCOMES:

- 1) See above

LEARNING/TEACHING TECHNIQUES used in the course are:

- |   |   |
|---|---|
| <input type="checkbox"/> Collaborative Learning           | <input checked="" type="checkbox"/> Problem Solving     |
| <input checked="" type="checkbox"/> Student Presentations | <input type="checkbox"/> Interactive Lectures           |
| <input type="checkbox"/> Creative Projects                | <input checked="" type="checkbox"/> Individual Coaching |
| <input checked="" type="checkbox"/> Lecture               | <input type="checkbox"/> Films/Videos/Slides            |
| <input checked="" type="checkbox"/> Demonstrations        | <input type="checkbox"/> Other (describe below)         |
| <input type="checkbox"/> Lab                              |   |

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Reading                | <input type="checkbox"/> Tests                 | <input checked="" type="checkbox"/> Individual Projects |
| <input type="checkbox"/> Oral Presentations     | <input checked="" type="checkbox"/> Worksheets | <input type="checkbox"/> Collaborative Projects         |
| <input type="checkbox"/> Textbook Problems      | <input type="checkbox"/> Papers                | <input type="checkbox"/> Portfolio                      |
| <input type="checkbox"/> Group Problems         | <input type="checkbox"/> Term Paper            |   |
| <input type="checkbox"/> Other (describe below) |  |   |

EXPECTED STUDENT LEARNING OUTCOMES: See above

**The information in this course outline is subject to revision**

**Veteran Services:** Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

**This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.**

**A Member of the Minnesota State Colleges and Universities System  
An Affirmative Action Equal Opportunity Educator/Employer**