

**University of Arkansas – Fort Smith
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General Syllabus

MGMT 40643 Launching a Small Online Business

Credit Hours: 3 Lecture Hours: 3 Laboratory or other types of Hours: 0

Prerequisite: Admission to the College of Business or consent of instructor

Effective Catalog: 2020-21

I. Course Information

A. Catalog Description

Introduces the process of starting and operating a small web-based business. Surveys income-generating business models including the challenges and advantages of each and introduces the basic tools and approaches used to design, implement and grow a business online.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Appraise online business concepts and technologies.
2. Evaluate merit of an online business idea.
3. Assess business model options and effective supporting strategies to position business for success.
4. Identify and incorporate appropriate metrics and tools to monitor performance.
5. Apply functional knowledge in business to develop and support online initiatives and activities of the business.
6. Create a persuasive and winning vision and message to attract and retain customers.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills

Students will apply course concepts in addressing issues that confront the owner/managers of small-to-medium sized online firms.

III. Major Course Topics

- A. Identifying and assessing potential market opportunities
- B. Identifying target groups and basic approaches to reaching them
- C. Budgeting for startup and early operations
- D. Approaches to monetizing site
- E. Site design, domain names and hosting considerations
- F. Approaches to promoting the site and its products/services
- G. Site and content optimization issues and techniques
- H. Site launch and early-stage activities
- I. Strategies for effective use of social media, ads, and affiliate relationships
- J. Metrics and tools for monitoring, assessing and managing site performance
- K. Site security, privacy and basic legal issues

Multi-site strategy basics