DEPARTMENT OF E-BUSINESS AND TECHNOLOGY MANAGEMENT

Office
Stephens Hall 314
Phone: 410-704-2783
Fax: 410-704-3454
Email: dorsey@towson.edu

Programs of the Department
• Major in e-Business (http://catalog.towson.edu/undergraduate/business-economics/ebusiness-technology-management/ebusiness)
• Major in Business Administration - Project Management and Business Analysis (http://catalog.towson.edu/undergraduate/business-economics/business-administration/project-management-business-analysis-bs)

Why Study e-Business?
• To prepare for college-graduate, entry-level jobs such as e-business analyst, e-business development manager, e-business consultant, e-business project manager.
• To be proficient in business as well as technology needed for today’s fast-paced world of business.
• To act as a liaison between business managers and technology professionals.

Why Study Project Management and Business Analysis?
• To prepare for college-graduate, entry-level jobs such as business analyst, quality analyst, project manager, business consultant.
• To gain professional certification to enhance one’s career prospects.
• To obtain an integrated perspective of business.

Mission Statement
The mission of the Department of e-Business and Technology Management is to produce technologically proficient graduates who possess the knowledge, skills and abilities necessary to function effectively in an integrated business community. The department’s aim is to develop students who are competent, ethical and capable of meeting the challenges of an increasingly complex, global and technologically-enabled environment.

Goals
The goals of the department are:
1. to achieve excellence in teaching while offering innovative and state-of-the-art programs and curriculum that are infused with cutting edge technology.
2. to increase the body of knowledge in the e-Business, Business Analysis and Project Management fields through applied scholarship activities, and
3. to provide applied research, consulting and advisory services to the business and professional community.

Distinctive Features
• Strong technology focus in all courses
• Linkage to professional certification
• Student Certificate in Project Management (SCiPM)
• e-Business Student Association (e-BA)
• Project Management Association (PMA)

The following admission requirements apply to Business Administration and e-Business Majors:

Requirements for Admission to the Business Administration Major
Students are admitted to the major in Business Administration (BUAD) after first being admitted to the university. Admission to the university does not guarantee admission to the major. In order to be admitted, students must satisfy the following requirements:
1. Formal admission to TU as a degree candidate
2. Cumulative GPA of 2.00 or higher for all course work
3. Grade equivalent of 2.00 or higher in each course required for admission to the BUAD major
4. Minimum average GPA of 2.70 for ALL of the courses required for admission to the BUAD major:
   • ACCT 201
   • ECON 201
   • ECON 202
   • ECON 205
   • EBTM 250
   • EBTM 251
   • MATH 211 or MATH 273
   • LEGL 225

No more than two courses may be repeated, of which no more than one course may be repeated twice. Students having obtained Microsoft Excel certification at the level of “expert” prior to enrolling in EBTM 250 may be able to waive the course. Contact the EBTM department at 410-704-2783 for more information.

Degree candidates intending to major in Business Administration are designated as “pre-Business Administration” (PBUA) until admission into the BUAD major. Students are required to meet each term with their assigned faculty adviser to evaluate their progress toward completing the requirements for admission to the major and the degree.

At the start of each term and before registration, the CBE Student Academic and Career Services office will notify PBUA students of their admission status by email to their Towson email addresses. Students who take upper-level “majors-only” CBE courses before being admitted to the Business Administration major do so at their own risk.

Majors in e-Business and Technology Management
• Major in e-Business (http://catalog.towson.edu/undergraduate/business-economics/ebusiness-technology-management/ebusiness)
Courses

**EBTM 250 PROBLEM SOLVING IN BUSINESS I (1)**
Focus on analytic and technology skills needed to utilize spreadsheets to solve business problems. Topics covered include: managing and sharing workbooks, custom formats and layouts, creating advanced formulas, and creating advanced chart elements. To earn a satisfactory grade, students are required to pass the Microsoft Office Specialist (MOS) Excel Core exam and earn a MOS certification. The course can be waived if students have already obtained the Microsoft Office Specialist Excel Expert level certification. Students can repeat the course if they fail to pass and the grade will be replaced. Graded S/U. Prerequisites: major standing; sophomore and above standing.

**EBTM 251 PROBLEM SOLVING IN BUSINESS II (1)**
Focus on analytic and technology skills needed to utilize spreadsheets to solve business problems. Topics covered include: work with data and information in data tables, visualize data with charts, predict outcomes, and what-if analysis. Prerequisite: EBTM 250 or Microsoft Expert Excel Certification.

**EBTM 310 INTRODUCTION TO ERP SYSTEMS (3)**
Will provide a comprehensive understanding of Enterprise Resource Planning (ERP) systems and their role in organizations. Included are key business processes including procurement, fulfillment, production, warehouse management and material planning. Processes will be discussed in terms of how they are executed and their impact on financial and managerial accounting. Covers knowledge and skills across different functional areas, including accounting, finance, operations management, sales and human capital through hands-on exercises using a major ERP system. Particular attention will be given to the integrated nature of business processes.

**EBTM 311 PRINCIPLES OF E-BUSINESS (3)**
Uses resources on the Internet, including design of Web pages and conducting business on the Net. Not open to students who have successfully completed EBUS 311 / ECOM 311 / MNGT 311. Prerequisites: EBTM 337 / MNGT 337 (may be taken concurrently); majors only; junior/senior standing.

**EBTM 337 ENTERPRISE INFORMATION SYSTEMS (3)**
Strategic, tactical, and operational applications of enterprise information systems, e-business, and enterprise use of social media. Topics include data and knowledge management and networked computing, future trends using intelligent systems, and important enterprise resource planning systems used to integrate functional areas within organizations, collaborating with external partners, and integrating stakeholders across the value chain. Not open to students who have successfully completed MNGT 337. Prerequisites: Major standing. Successful completion of the CBE Computer Proficiency Exam or EBTM 251.

**EBTM 343 INTRODUCTION TO PROJECT MANAGEMENT (3)**
Management of projects through planning, scheduling and controlling of organizational activities. Course includes project selection, scope development and management, cost estimation and budgeting, scheduling, staffing, resource allocation, task tracking, task sequencing, and control. Project management software will be used to support the course material. Students who have successfully completed EBTM 443 or MNGT 443 will not receive additional credit for EBTM 343. Prerequisite: majors only.

**EBTM 350 BUSINESS ANALYTICS (3)**
Focuses on using standard business analytic models to summarize and analyze data, build models, and drive impact through quantitative decision-making. Explores methods to create and frame problems, use of descriptive, predictive, and prescriptive analytics and using data to discover patterns and trends. Prerequisite: EBTM 251.

**EBTM 365 PRINCIPLES OF OPERATIONS MANAGEMENT (3)**
Strategies and techniques for service and manufacturing operations. A number of quantitative techniques are presented and hands-on experience with enterprise resource planning (ERP) is provided. Practical business applications and international competitiveness are stressed throughout the course. Not open to students who have successfully completed MNGT 365. Prerequisites: EBTM 251, junior/senior standing, major standing, ECON 205 or MATH 231 / MATH 233.

**EBTM 367 E-BUSINESS INFRASTRUCTURE (3)**
Introduction to e-business infrastructure topics including business data communications and networking, e-business security, and databases. Students are not only expected to master the technical aspects of those subjects through lectures and hands-on labs, but also expected to understand the business implications of those topics. Not open to students who have successfully completed EBUS 367 [ECOM 367]. Prerequisites: EBTM 337 [MNGT 337]; majors only; junior/senior standing.

**EBTM 419 SUPPLY-CHAIN MANAGEMENT (3)**
Basic concepts and strategies adopted in SCM. Primary focus is to develop a good understanding of strategic, tactical and operational issues of SCM and become familiar with the integration of various SCM entities. A number of essential techniques of SCM are presented as supplementary materials. Topics include: transportation management and network design, e-procurement, uncertainty management, supply chain coordination & integration, value of information (sharing), global SCM, customer value and SCM, information technology/standards in SCM. Not open to students who have successfully completed MNGT 419. Prerequisites: EBTM 337 and EBTM 365; junior/senior major standing.

**EBTM 423 SERVICE OPERATIONS MANAGEMENT (3)**
Concepts and techniques of service operations management, emphasizing problem-solving methods and exercises. Not open to students who have successfully completed MNGT 423 Service Operations Management. Prerequisite: ECON 306 or MNGT 363, junior major standing.

**EBTM 425 BUSINESS REQUIREMENTS AND ANALYSIS (3)**
Addresses the business analysis discipline and describes the role of the business analyst. Describes the process model for business analysis. Describes how business analysis is undertaken in various stages of the process model as well as key techniques used at each stage. The goal of the course is to prepare students with a business analysis toolkit that can be used by them to help organizations adopt business improvements to ensure their success. Prerequisites: EBTM 337 and junior/senior standing.

**EBTM 431 ADVANCED E-BUSINESS (3)**
Deals with newer web-related technologies affecting the world of e-business approaches to web usability, e-collaboration tools including wikis, widgets, blogs and social networking, content management, mobile technologies, web logging and performance management, and web services. Not open to students who have successfully completed EBUS 431, ECOM 431 or MNGT 411. Prerequisites: EBTM 367; majors only: junior/senior standing.
EBTM 446 BUSINESS INTELLIGENCE (3)
Classifications of business decision problems and methods of analysis to identify the best solutions using business records for business intelligence. Methods of managing large storage of business records and related information and the discovery of knowledge to support managerial decision making. Prerequisites: Major standing, EBTM/MNGT 337, junior/senior standing.

EBTM 450 ADVANCED PROJECT MANAGEMENT (3)
Covers advanced project management topics necessary for implementation of and excellence in project management. Topics include human resource management, procurement management, contract administration, risk management, integration management, project leadership, communications management and an introduction to program and portfolio management. Project management software will be used to support the course material. Prerequisites: major standing, EBTM 443/MNGT 443, junior or senior standing.

EBTM 454 BUSINESS PROCESS MANAGEMENT (3)
Business Process Management concepts, architecture, and specifications, introduction to modeling/design tools used to design and optimize business processes as well as performance measuring approaches for evaluating business process performance. Prerequisites: major standing, EBTM 337/MNGT 337, EBTM 365/MNGT 365, junior or senior standing.

EBTM 456 PROJECT QUALITY AND SIX SIGMA (3)
Projects involving quality management and six sigma methodologies including quality improvement, process design, root cause analysis, quality measurement, and continuous improvement. Prerequisites: major standing, EBTM/MNGT 443 or EBTM 343; junior or senior standing.

EBTM 470 SPECIAL TOPICS IN E-BUSINESS (3)
Course content varies with each topic. In-depth study of contemporary e-Business issues. May be repeated with a different topic for a maximum of 6 units. Not open to students who have successfully completed EBUS 470. Prerequisites: EBTM 311/EBUS 311 and consent of department; majors only; senior standing.

EBTM 475 SPECIAL TOPICS IN PMBA (3)
Course content varies with each topic. In-depth study of contemporary business issues as they affect current project management and business analysis practices. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisites: EBTM 443/MNGT 443 and consent of department; majors only; senior standing.

EBTM 491 e-BUSINESS DIRECTED READINGS (3)
Assigned readings in selected areas of e-Business. A total of 6 units for any combination of directed readings, independent research, and internship is allowed in the e-Business area of study. Prerequisites: Consent of the instructor, a minimum of 3.00 cumulative GPA, and completion of all 200 and 300 level EBTM core requirements.

EBTM 492 PMBA DIRECTED READINGS (3)
Directed readings in selected areas of Project Management and Business Analysis. A total of 6 units for any combination of directed readings, independent research, and internship is allowed in the EBTM area of study. Prerequisites: Consent of the instructor, a minimum of 3.00 cumulative GPA, and completion of all 200 and 300 level core requirements for the PMBA concentration.

EBTM 495 e-BUSINESS INDEPENDENT RESEARCH (1-3)
Directed research in specific areas of e-Business. A total of 6 units for any combination of directed readings, independent research, and internship is allowed in the e-Business area of study. Prerequisites: Consent of the instructor, a minimum of 3.00 cumulative GPA, completion of all 200 and 300 level core requirements, and a special permit.

EBTM 496 PMBA INDEPENDENT RESEARCH (1-3)
Independent research in specific areas of project management and business and analysis. A total of 6 units for any combination of directed readings, independent research, and internship is allowed in the PMBA area of study. Prerequisites: Consent of the instructor, a minimum of 3.0 cumulative GPA, completion of all 200 and 300 level core requirements, and a special permit.

EBTM 497 e-BUSINESS INTERNSHIP (3)
Students are required to work in government or industry for a minimum of 120 hours to gain practical experience in the application of e-Business concepts. All positions have been reviewed and approved by EBTM faculty. A total of 6 units for any combination of directed readings, independent research, and internship is allowed in the e-Business area of study. Graded S/U. Prerequisites: a minimum 3.0 cumulative GPA and consent of the instructor.

EBTM 498 PMBA INTERNSHIP (3)
Students are required to work in government or industry for a minimum of 120 hours to gain practical experience in the application of project management and business analysis concepts. All positions have been reviewed and approved by EBTM faculty. A total of 6 units for any combination of directed readings, independent research, and internship is allowed in the PMBA area of study. Graded S/U. Prerequisites: a minimum 3.0 cumulative GPA and consent of the instructor.