

Included Materials

The Course Includes

- A full set of integrated software tools
- Complete online reference materials
- Several hours of instructional videos
- Online coaching



The Citadel School of Business Administration

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- Graphics taken from Google Images.



BADM 750 Building a Successful Internet Business



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Preparing students to
become entrepreneurs
in the 21st century.



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Course Overview

This course prepares students to become online entrepreneurs in the 21st Century. It uses theory and proven practices to handhold students through all the steps of starting and operating a successful online business and using the Internet to improve the results of an existing business.

By the end of the course, using the tools and materials included, students will have an operating Internet business and the means to expand it into a robust, successful enterprise.

Students will be able to nurture this business to continuing success both by applying the business principles learned during the course and through the assistance of its professional after-course mentoring.

Prerequisites

- Modest computer skills
- Ability to write simple text documents
- A burning desire to start a small business or improve an existing business

Computers

- Students need to have a personal computer to complete homework assignments.

Workload

- Students are expected to spend at least 6 hours per week practicing and implementing what was learned.



Content

- Understanding “preselling” versus “selling”
- Brainstorming business ideas
- Conducting online market research
- Selecting an effective domain name
- Choosing an appropriate site look and feel
- Developing original site content
- Creating search-engine-friendly pages
- Incorporating preselling techniques
- Promoting the business
- Implementing proven money-generating techniques
- Advanced Monetization techniques