

A SURVEY OF ELECTRONIC BUSINESS AND ELECTRONIC COMMERCE DEGREE PROGRAMS

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ABSTRACT

The amount of business conducted electronically is, by some estimates, expected to grow to well over one trillion dollars by 2003. Along with the rapid growth comes a continual and constant redefining of terms, directions, and goals — both for the business world and for academia. While Electronic Business (EB) and Electronic Commerce (EC) courses are being offered at many colleges and universities, fewer schools sponsor entire degree programs in the area. As more businesses step into the electronic arena, the demand for "E-Smart" business managers will increase, along with the need for more focused degree programs. How have universities already responded to this ever-growing need? What new research programs and centers are being considered to handle the demand? In this paper, existing degree programs, concentrations, and research centers within the United States are examined. The research project presented herein is continuing and more EC program information will be presented at the IAIM conference in December 2000.