Finance, International Business and Marketing

Degrees, Certificates and Awards
Associate in Arts: Finance
Associate in Arts: International Business
Associate in Arts: Marketing
Certificate of Achievement: Finance
Certificate of Achievement: International Business
Certificate of Achievement: Marketing
Skills Competency Award: Sales and Marketing
Skills Competency Award: International Marketing Communication
Skills Competency Award: International Marketing: Fashion and Beauty
Skills Competency Award: Web Marketing and Media Design (in conjunction with Multimedia Arts & Technologies Department)
Skills Competency Award: Public Relations (in conjunction with Journalism Department)

Program Description
This department offers personal and professional, transferable and degree programs in finance. Students interested in the financial services industry should consider the course of study described for the Finance Certificate. Additional courses in personal money management and real estate investment offer opportunities for personal development. These programs have been designed in consultation with leading local professionals. Commercial and investment banks, savings and loans, credit unions, thrifts and finance companies are looking for candidates with these skills.

The International Business Program provides an introduction to the central aspects of international business. Topics include the economic, political and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Marketing courses are designed to lead people to job opportunities in the fields of advertising, marketing, retail sales, wholesaling and international marketing. Concepts of planning and developing products and services are emphasized, along with studies of packaging, distribution and government regulations.

Program Student Learning Outcomes
1. Explain general management functions, roles and responsibilities required to effectively manage todays contemporary organizations.
2. Recognize the ethical issues facing managers and apply decision-making techniques and ethical reasoning to resolve 21st century ethical dilemmas.
3. Work effectively in teams and appreciate the meaning of mutual responsibility.
4. Access and interpret information, respond and adapt to a dynamic business environment, make complex decisions, solve problems, and evaluate outcomes.

Department Offices
Division: Business Education
Julie Ann Brown, Chair (BC-308, ext. 3599)
Melissa Moreno, Dean (Wake Campus, Rm. 1, ext. 8292)

Faculty and Offices
Susan Block (BC-208, ext. 3793)
Julie Ann Brown (BC-308, ext. 3599)
Peter Naylor (BC-210, ext. 2350)
Jill Scala (BC-115, ext. 3793)

Requirements for AA Degree: Finance
The Associate Degree will be awarded upon completion of department and college requirements.

For success in business, a liberal education is invaluable. Particularly important are communication (written, oral and behavioral), quantitative (mathematics and statistics), and computer skills (word processing, spreadsheets, presentations and database management).

Designed to equip the student with the specific techniques of business financial management—anticipation of cash needs, acquisition of financial resources, and allocation of cash in the company. Financial statement analysis, financing business activity, capital budgeting and working capital management are emphasized.
### Department Requirements (37-43 units)

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 230*</td>
<td>5</td>
</tr>
<tr>
<td>BLAW 101 — Business Law or BLAW 110 — Legal Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>ECON 101 — Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 101 — Introduction to Finance and Banking</td>
<td>3</td>
</tr>
<tr>
<td>FIN 201 — Investing: Securities Analysis</td>
<td>3</td>
</tr>
<tr>
<td>FIN 202 — Managerial Finance</td>
<td>3</td>
</tr>
<tr>
<td>*ACCT 210 will also satisfy this requirement.</td>
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</tbody>
</table>

**Support Courses:** Select 16-27 units from the following (may be double-counted in applicable general education areas):

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 103 — Introduction to Cultural Anthropology or GEOG 102 — Human Geography or PHIL 102 — Comparative World Religions or PHIL 102H — Comparative World Religions, Honors</td>
<td>3</td>
</tr>
<tr>
<td>COMM 161 — Communication in Organizations or COMM 162 — Mediated Comm. in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>ERTH 141/141L — Physical Geography and Lab or GEOG 101/101L — Physical Geography and Lab</td>
<td>4</td>
</tr>
<tr>
<td>MATH 107+ — Intermediate Algebra or MATH 111+ — Intermediate Algebra for Math, Science and Business Majors</td>
<td>4-5</td>
</tr>
<tr>
<td>PHIL 101 — Introduction to Ethics or PHIL 101H — Introduction to Ethics, Honors</td>
<td>3-4</td>
</tr>
<tr>
<td>POLS 104 — American Government: Policy Issues/Process</td>
<td>3</td>
</tr>
</tbody>
</table>

* + An assessment score higher than MATH 104 or 107 or 111 will also satisfy this requirement.

**Optional:**
- BUS 290 — Work Experience in Business Admin            1-4

### College Requirements
For complete information, see “Graduation Requirements” in the Catalog Index.

### Requirements for AA Degree: Marketing
The Associate Degree will be awarded upon completion of department and college requirements.

#### Department Requirements (24 units)

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 101 — Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 164 — Online and Mobile Marketing or</td>
<td>3</td>
</tr>
<tr>
<td>MAT 164 — Online and Mobile Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 212 — Supply Chain Logistics or</td>
<td>3</td>
</tr>
<tr>
<td>FIN 211 — Skills in Trade Finance or</td>
<td>3</td>
</tr>
<tr>
<td>COMM 151 — Intercultural Communication or</td>
<td>3</td>
</tr>
<tr>
<td>ECON 106 — International Economics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 209 — International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 220 — Introduction to Electronic Commerce or</td>
<td>3</td>
</tr>
<tr>
<td>CIS 220 — Introduction to Electronic Commerce</td>
<td>3</td>
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</tbody>
</table>

**Electives (6 units) selected from the following:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBUS 102 — Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>COMP 101 — Introduction to Computer Applications</td>
<td>4</td>
</tr>
<tr>
<td>COMP 111 — Microsoft Access</td>
<td>4</td>
</tr>
<tr>
<td>FP 276 — Production II: Commercial Applications</td>
<td>3</td>
</tr>
<tr>
<td>GDP 114 — Graphic Design I</td>
<td>3</td>
</tr>
<tr>
<td>MAT 131 — Digital Imaging I</td>
<td>3</td>
</tr>
<tr>
<td>MAT 153 — Web Design I</td>
<td>3</td>
</tr>
<tr>
<td>MKT 120 — Relationship Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKT 125 — Principles of Customer Service</td>
<td>3</td>
</tr>
<tr>
<td>MKT 135 — Public Relations or</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 135 — Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MKT 209 — International Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>
*Note: Each required course must be completed with a minimum grade of “C”.

College Requirements
For complete information, see “Graduation Requirements” in the Catalog Index.

Requirements for Certificate of Achievement: Finance
Department Requirements (21 units)
ACCT 230 — Financial Accounting .................................. 5
BLAW 101 — Business Law or
   BLAW 110 — Legal Environment of Business........... 4
ECON 101 — Microeconomics........................................... 3
FIN 101 — Introduction to Finance and Banking........... 3
FIN 201 — Investing: Securities Analysis................ 3
FIN 202 — Managerial Finance........................................... 3
*ACCT 210 (1) will also satisfy this requirement.

Optional
BUS 290 — Work Experience in Business Admin........... 1-4

Students must complete all department requirements with a cumulative GPA of 2.0 or better.

Requirements for Certificate of Achievement: International Business
Department Requirements (21 units)
IBUS 102 — Introduction to International Business ........... 3
IBUS 109 — Basics of Importing and Exporting............. 3
IBUS 201 — International Human Resource Management.... 3
IBUS 211 — Legal Environment of International Business.. 3
MKT 164 — Online and Mobile Marketing or................. 3
   MAT 164 — Online and Mobile Marketing ................. 3
MKT 203 — Marketing Communications........................ 3
MKT 205 — Consumer Selling Strategies................... 3
MKT 215 — Segmentation and Target Marketing............ 3
MKT 220/CIS 220 — Intro to Electronic Commerce........ 3

Electives (6 units) selected from the following:
IBUS 102 — Introduction to International Business ........... 3
COMP 101 — Introduction to Computer Applications ......... 4
COMP 111 — Microsoft Access.................................. 4
FP 276 — Production II: Commercial Applications........ 3
GDP 114 — Graphic Design I.................................... 3
MKT 135 — Public Relations or.................................... 3
   JOUR 135 — Public Relations ................................ 3
MAT 131 — Digital Imaging I....................................... 3
MAT 153 — Web Design I......................................... 3
MKT 120 — Relationship Selling.................................. 3
MKT 125 — Principles of Customer Service.................. 3
MKT 209 — International Marketing............................. 3

*Note: Complete all department requirements with a “C” or better in each course. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.

Requirements for Certificate of Achievement: Marketing
Department Requirements (24 units)
MKT 101 — Introduction to Marketing............................. 3
MKT 164 — Online and Mobile Marketing or
   MAT 164 — Online and Mobile Marketing ................. 3
MKT 203 — Marketing Communications........................ 3
MKT 205 — Consumer Selling Strategies................... 3
MKT 215 — Segmentation and Target Marketing............ 3
MKT 220/CIS 220 — Intro to Electronic Commerce........ 3

Electives (6 units) selected from the following:
IBUS 102 — Introduction to International Business ........... 3
COMP 101 — Introduction to Computer Applications ......... 4
COMP 111 — Microsoft Access.................................. 4
FP 276 — Production II: Commercial Applications........ 3
GDP 114 — Graphic Design I.................................... 3
MKT 135 — Public Relations or.................................... 3
   JOUR 135 — Public Relations ................................ 3
MAT 131 — Digital Imaging I....................................... 3
MAT 153 — Web Design I......................................... 3
MKT 120 — Relationship Selling.................................. 3
MKT 125 — Principles of Customer Service.................. 3
MKT 209 — International Marketing............................. 3

Optional:
BUS 290 — Work Experience in Business Admin........... 1-4

Requirements for Skills Competency Award:
Sales and Marketing
Department Requirements (16 units)
BUS 101 — Introduction to Business............................. 3
COMP 103 — Internet Communications........................ 1
COMP 171 — Business English................................... 3
MKT 101 — Introduction to Marketing............................. 3
MKT 203 — Marketing Communications........................ 3
MKT 205 — Consumer Selling Strategies................... 3
Optional:
BUS 290 — Work Experience in Business Admin........... 1-4
Students must complete the above courses with a grade of “C” or higher or credit in all courses.

Requirements for Skills Competency Award: International Marketing Communication

Department Requirements (12 units)
IBUS 102 — Introduction to International Business ............3
COMM 151 — Intercultural Communication.........................3
IBUS 109 — Basics of Importing and Exporting....................3
MKT 209 — International Marketing..................................3
Students must complete the above courses with a grade of “C” or higher or credit in all courses.

Requirements for Skills Competency Award: International Marketing: Fashion and Beauty

Department Requirements (9 units)
IBUS 271 — International Fashion and Beauty
   Product Development ..................................................3
IBUS 273 — Global Fashion and Beauty
   Industry Marketing ........................................................3
IBUS 275 — Global Fashion Trends in Retail and E-tail .......3
Students must complete the above courses with a grade of “C” or higher or credit in all courses.

Requirements for Skills Competency Award: Web Marketing and Media Design

Department Requirements (12 units)
GDP 110 — Media Design ................................................3
MAT 131 — Digital Imaging I .............................................3
MAT 153 — Web Design I ................................................3
MKT 220/CIS 220 — Intro to Electronic Commerce ............3
Students must complete the above courses with a grade of “C” or higher or credit in all courses.

Requirements for Skills Competency Award: Public Relations

Department Requirements (15-15.5 units)
COMM 171 — Mass Media and Society ................................3
COMP 139 — Social Networking for Business and ..........0.5
   COMP 271 — Business Communication or ....................3
   COMM 161 — Communication in Organizations.............3
JOUR 101 — Reporting/Writing I ......................................3
JOUR 135/MKT 135 — Public Relations ............................3
MKT 101 — Introduction to Marketing ...............................3
Students must complete the above courses with a grade of “C” or higher or credit in all courses.

Program Cost and Outcome

For planning purposes, the webpages to follow provide information on the cost of attendance, program length (assuming a student attends full-time), financing options and historical student completion rates:

Finance Courses
www.sbcc.edu/financialaid/gainfulemployment/Finance.htm

International Business Courses
www.sbcc.edu/financialaid/gainfulemployment/International%20Business.htm

Marketing Courses
www.sbcc.edu/financialaid/gainfulemployment/Marketing.htm

Finance Courses
FIN 010 — Financial Basics (1)
Hours: 18 lecture
Practical money management for students living independently. Topics include career guidance, college financing, budgeting, money, bank accounts, credit cards and debt management.

FIN 100 — Personal Money Management (3) — CSU/UC
Skills Advisories: MATH 4 and Eligibility for ENG 110 or 110H
Hours: 54 lecture
Thorough introduction to all areas of personal financial planning, including financial goal-setting, budgeting, consumer credit, taxes, insurance, investing, housing, retirement and estate planning. Emphasis on planning and budgeting to satisfy immediate needs and achieve long-term goals.
FIN 101 — Introduction to Finance and Banking  
(3) — CSU  
Skills Advisories: MATH 100 and Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Central concepts of finance are developed: money and economic activity, interest rates and valuation, securities and investments, bank regulation and management. Professionals discuss commercial and real estate loans, loan administration, the cashier’s office and trusts.

FIN 201 — Investing: Securities Analysis  
(3) — CSU  
Skills Advisories: MATH 100 and Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Techniques and concepts of investing, including the economic function of financial markets, investment risk and return, bonds and portfolio management, equity investing and fundamental analysis.

FIN 202 — Managerial Finance  
(3) — CSU  
Skills Advisories: MATH 100 and Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Designed to equip the student with the specific techniques of business financial management—anticipation of cash needs, acquisition of financial resources, and allocation of cash in the company. Financial statement analysis, financing business activity, capital budgeting and working capital management are emphasized.

FIN 203 — Management of Financial Institutions  
(3) — CSU  
Skills Advisories: MATH 100 and Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Analysis of the crucial issues of bank management: asset and liability management, liquidity planning, investment strategies, credit administration and bank regulation.

FIN 204 — Real Estate Investment  
(3) — CSU  
Skills Advisories: MATH 100 and Eligibility for ENG 110 or 110H  
Course Advisories: BUS 101  
Hours: 54 lecture  
Thorough development of the principles and practices of real estate investment. Special topics include financial analysis, commercial leases, property exchange, taxation and depreciation.

FIN 211 — Skills in Trade Finance  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Understanding the process of international trade finance and the core skills needed to participate in various trade finance situations. Emphasis is on practical information regarding risk management, transactions structure and finance. Includes presentations, class exercises and field trips.

FIN 290 — Work Experience in Finance  
(1-4) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
75 hours of work experience = 1 unit of credit.  
Hours: 60-300 lab  
Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester.

International Business Courses

IBUS 102 — Introduction to International Business  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Basic management principles for the international arena. The environment of international business, including politics, culture and economics, are emphasized. The structure of multinational companies, international trade and international finance also receive attention. Topics include global strategic planning, global organization, global production, marketing, human resources strategies, political risk and negotiation, and international financial management.
IBUS 109 — Basics of Importing and Exporting  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Practical importing and exporting: logistics, documents, contract administration, terminology, quality control and payment procedures. Students develop a research document for an international marketing plan.

IBUS 110 — International Business Law  
(1.5) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Course Advisories: BUS 101 or IBUS 102  
Hours: 27 lecture  
Introduction to international business law. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risk.

IBUS 201 — International Human Resource Management  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Course Advisories: IBUS 102  
Hours: 54 lecture  
Examines the functions of personnel management applied to international business. The first half of the course develops management tasks. Topics include organization, recruitment, training, evaluation, compensation, repatriation and labor relations. The second half of the course focuses on organizational behavior and structure.

IBUS 210 — International Trade Skills for Global Business Professionals  
(3) — CSU  
Skills Advisories: Eligibility for ENG 100  
Hours: 54 lecture  
Provides a detailed overview of the skills required for a career as a global business professional. Also, designed as a preparatory course for those wishing to apply for the NASBITE Certified Global Business Professional (CGBP) designation (www.NASBITE.org).

IBUS 211 — Legal Environment of International Business  
(3) — CSU, UC  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Introduction to international business law and conflict resolution. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risks, as well as negotiations, mediation and arbitration methods.

IBUS 271 — International Fashion and Beauty Product Development  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Course Advisories: BUS 101 or IBUS 102  
Hours: 27 lecture  
Study of fashion and beauty product development. Covers entire product life cycle. Once a product is approved for consumer use, product developers are responsible for its successful public launch. They create and deliver presentations and campaigns to effectively market new items. Product developers plan, prepare and present their new creations.

IBUS 273 — Global Fashion and Beauty Industry Marketing  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Global trends in beauty, unlike any other period of time, now cross borders and boundaries via international travel and technology. Understanding the roles of segmentation and consumer behavior in this industry and social era of business is necessary for profitability and long-term relationship connections.

IBUS 275 — Global Fashion Trends in Retail and E-tail  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
Traditional and e-commerce global fashion and beauty industry. Online shopping has streamlined this process for increased utility for all business channel members. The universal principles of retailing from the first exchange process to the latest e-commerce are discussed as well as the empowerment of the consumer via social media platforms.
Marketing Courses

MKT 101 — Introduction to Marketing
(3) — CSU
Skills Advisories: Eligibility for ENG 110 or 110H
Hours: 54 lecture
Examines the critical role of marketing in customer-driven marketplaces. Topics include marketing research, customer-driven marketing, marketing strategies of for-profit businesses, as well as not-for-profit businesses, and institutions. Includes advertising as well as the other elements of promotion. Course material is reinforced with the use of marketing computer simulation.

MKT 120 — Relationship Selling
(3) — CSU
Skills Advisories: Eligibility for ENG 110 or 110H
Hours: 54 lecture
Theories, principles and techniques of creating relationships within the process of selling. Study areas include application of current theories within the fields of psychology and technology for obtaining increased buyer-seller relationship utility in the marketplace.

MKT 125 — Principles of Customer Service
(3) — CSU
Skills Advisories: Eligibility for ENG 110 or 110H
Hours: 54 lecture
Introduction to the theories, principles and practices of customer service. Analysis of creating complementary relationships that focus on participatory partnering and reciprocity conducted.

MKT 135/JOUR 135 — Public Relations
(3) — CSU
Skills Advisories: Eligibility for ENG 110 or 110H
Hours: 54 lecture
Survey of public relations history, theories and practices, focusing on applications to business, public and nonprofit agencies and institutions. Practical approach to using the media, creating press releases, organizing and executing campaigns, and promoting favorable relations with various segments of the public.

MKT 164/MAT 164 — Online and Mobile Marketing
(3) — CSU
Skills Advisories: Eligibility for ENG 100 and 103
Hours: 54 lecture
Introduction to those components needed to develop effective online and search engine marketing (SEM) strategies. Emerging digital media and mobile advertising campaign development are emphasized. Includes search engine optimization (SEO), paid placement ads, keyword identification, placement strategies, SEM research and management tools, and applications in mobile marketing and video advertising.

MKT 200A — Social Media and Self-Branding
(3) — CSU
Skills Advisories: Eligibility for ENG 100 and 103
Hours: 54 lecture
Social media and self-branding are critical to organizational success in real and digital marketing exchanges. Using social media to convert potential customers into advocates or users.

MKT 201A — Marketing Strategy and Positioning
(3) — CSU
Skills Advisories: Eligibility for ENG 110 or 110H
Hours: 54 lecture
Understand customer and product profitability and how to position your firm and product for growth. Takes an in-depth look at pricing, competitive dynamics, comparative advantage and how to integrate marketing strategy into your overall plan. Understand customer and product profitability and how to position your firm and product for growth.

MKT 203 — Marketing Communications
(3) — CSU
Skills Advisories: Eligibility for ENG 110 or 110H
Course Advisories: MKT 101
Hours: 54 lecture
Study of how businesses use marketing to communicate through advertising and public relations. Topics include identifying target markets, selecting types of media, evaluating and developing ads, and implementation of public relations programs.
MKT 205 — Consumer Selling Strategies  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Course Advisories: MKT 101  
Hours: 54 lecture  
Study of the principles of sales and customer service. Examines how the differences between buyers and sellers impact sales, purchasing and service decisions. Also briefly reviews the use of marketing research methods.

MKT 209 — International Marketing  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Course Advisories: MKT 101  
Hours: 54 lecture  
Theory and practice of marketing on an international scale. Presents information on the global nature of the marketing process and its impact upon the effectiveness of firms entering a different market. Special emphasis is placed upon economic and business systems throughout the world. Provides information about the Pacific Rim and EC markets and their development.

MKT 212 — Supply Chain Logistics  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture  
The key elements of international logistics, including definitions, regulations, documentations, transportation, warehousing and pricing, as well as emerging issues of the industry in today's economy. Includes practical exercises and lectures.

MKT 215 — Segmentation and Target Marketing  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Course Advisories: MKT 101  
Hours: 54 lecture  
Demographics and target marketing are the fundamental concepts by which all ideas begin their developmental process on the way to market launch. Understanding the components of demographics, psychographics, geographics and benefit segmentation have, through technology, allowed all-size target markets to potentially be served with achievable profitability.

MKT 220/CIS 220 — Introduction to Electronic Commerce  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H  
Course Advisories: BUS 101 and COMP 103  
Hours: 54 lecture  
Survey of electronic commerce and the use of the Internet to conduct business. Includes an interdisciplinary exploration of the issues, trends, opportunities and technologies which shape electronic commerce.