



CITADEL NEWS SERVICE

19 June 2007

New MBA course examines business building using Internet

Opening a new business or supporting an existing one online no longer needs to be a hit-or-[mostly]-miss thing. This fall The Citadel School of Business Administration is introducing a new MBA elective course that could lead to statewide access to learning about using the Internet for business development.

Richard Dowell, an adjunct faculty member at The Citadel, got the idea while teaching his MBA students about trends in the use of information technology in business. Increasingly individuals are given the opportunity, through the Internet, to become entrepreneurs in the global economy.

Dowell believes the course, which has the potential in South Carolina to give disadvantaged students the opportunity to enter the local, regional and global business marketplaces.

During the fall course he will have his students work in teams to come up with ways to make the course available throughout the state. By the end of the course students will have an operating Internet business that they can grow and will be able to apply what they have learned to help other local businesses improve results.

"The course focuses on achieving success in today's rapidly evolving business environment," Dowell said. "The students learn how to do market research so that they can use the Internet to find and pre-sell targeted visitors in search of great content. They learn to present that content in a way friendly both to their visitors and the search engines."

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