Course Number: ENTR 7840

Course Title: How to Start a Business Using eBay

Course Description: Learn the rules and requirements needed to start your own eBay business. You will learn eBay Selling Policies, equipment needed to start your own business, how to create a successful auction and title, eBay's Feedback System, listing strategies, sourcing product, business practices, setting up online payment methods, and auction management. Also covered will be eBay and PayPal registrations, interactive customer service, market research and determining the Fair Market Value of your product and pricing in the eBay community. Digital images and techniques for obtaining them will also be covered. You will participate in an online search of your own products, register as an eBay seller and register to accept online payments.

Suggested Course Prerequisite(s): Basic computer skills, including use of email eBay buying experience preferred.

Textbook: Absolute Beginner's Guide to Launching An eBay Business
QUE; Author: Miller
ISBN: 0-7897-3058-8:

Course Resources: Absolute Beginner's Guide to Launching An eBay Business
QUE; Author: Miller
ISBN: 0-7897-3058-8:

Student Learning Outcomes:
1. Understand the history & purpose of eBay
2. Identify the differences in eBay Buying & Selling accounts
3. Identify the differences in PayPal accounts
4. Understand research capabilities of eBay
5. Understand the basic requirements for starting a business
6. Identify the requirements for a home office
7. Establish a product line / identify merchandise needs
8. Create detailed product descriptions
9. Create inventory photographs
10. Understand the Sell-Your-Item form layout
11. Understand pricing strategies for merchandise
12. Determine pricing of merchandise
13. Complete first auction
14. Monitor listing and follow-up on questions
15. Accept payment
16. Pack and ship
17. Leave feedback
18. Utilize advanced eBay tools
19. Market eBay business
20. Detect trends in online businesses

Certification Notes: N/A
Next course recommendation: N/A

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Lesson Plan – by week or session:

Session 1: Getting started; Open a sellers account; Open a PayPal account; Do the research
Session 2: Launching a Business; Planning Your Business; The Home Office; Finding Merchandise; Anatomy of a Listing; Create a description; Create great pictures; Sell-Your-Item form
Session 3: Anatomy of a Listing; Pricing Strategies; Determine pricing; Putting It All Together; Complete the Process; Monitor your listing; Accept payment; Pack and ship; Leave Feedback
Session 4: Tools of the Trade; Turbo Lister; eBay Stores; Marketing; Online Personality & Customer Service; Off eBay Presence; Detecting Trends; Seller Central; Trading Assistants; Power Sellers

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.