

# LANSING COMMUNITY COLLEGE

## CURRICULUM GUIDE

E-Business  
Certificate of Achievement

Curriculum Code: 0845 (Effective Fall 2016 – Summer 2021)

This certificate provides students with the opportunity to develop technical and marketing knowledge necessary to use the Internet as a business tool. Students will learn how to use business, marketing, and web related resources. This certificate can be completed entirely online. All of the course work in this certificate may be applied toward the E-Business, Associate in Business Degree (0839).

### PREREQUISITES

Students should see [Course Descriptions](#) for course prerequisite information. See [Academic Assessment and Placement Testing for Student Success](#) for skills assessment and advising information.

### INFORMATION

Contact the Computer Information Technologies Program, West Campus Building, Room M103, telephone number (517) 267-6406 (Website: [www.lcc.edu/cit/web/](http://www.lcc.edu/cit/web/)) or Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

### REQUIREMENTS (See Note 1)

CODE	TITLE	TOTAL: 21 CREDITS CREDIT HOURS
BUSN 118	Introduction to Business	3
CITW 150	Internet Literacy	3
CITW 160	Web Site Dsgn & Development I	3
CITW 175	Web Site Management	3
MKTG 120	Sales	3
MKTG 200	Principles of Marketing	3
MKTG 210	Marketing on the Internet	3

### LIMITED CHOICE REQUIREMENTS (See Note 1)

TOTAL: 11 CREDITS

Complete the indicated number of credits from **EACH CHOICE** listed below.

#### CHOICE 1: Design and Development Related

5 Credits

ARTS 102	Design & Communication	3
CITF 140	Information Technology Ethics	3
CITP 110	Intro to Computer Programming	4

CITP 130	Intro to Mobile App Devel	3
CITP 150	Intro to VB.NET Programming	4
CITP 220	Game Design & Development	2
CITW 165	Web Site Dsgn & Development II	3
CITW 180	ASP.NET Web Development	4
CITW 185	PHP Web Development	4
CITW 229	Special Topics/Web	1-2

**CHOICE 2: Business Related** **6 Credits**

BUSN 160	Starting a Business	4
BUSN 161	Writing a Business Plan	2
MGMT 200	Creative Thinking for Business	3
MKTG 119	Mktg/Manage Your Profess Image	3
MKTG 221	Consumer Behavior	3
MKTG 229	Public Relations	3
WRIT 124	Technical Writing	3

**MINIMUM TOTAL** **32**

**NOTES:**

1. Prerequisites may be waived based on experience. See a Computer Information Technologies program advisor prior to registration for more information.
2. Students must complete each CIT\_ course with a minimum grade of 2.0 to receive this certificate of achievement.
3. This curriculum may be completed online via the internet.

**SUGGESTED COURSE SEQUENCE**

Students should see course descriptions to find out when departments plan to offer courses. Students who for any reason are unable to follow the course sequence suggested below (for example, those who are part-time, have transferred in courses from another school, or have prerequisites to fulfill) should contact an academic advisor for help with adjustments.

I	II
BUSN 118	CITW 175
CITW 150	MKTG 120
CITW 160	MKTG 210
MKTG 200	Lim. Ch.
Lim. Ch.	Lim. Ch.
	Lim. Ch.