



## E-Business C.A.

Curriculum Code: 0845

Effective: Fall 2019 – Summer 2024

### Description

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).

### Contact Information

Contact the Computer Information Technologies Program at the West Campus Building, Room M103, telephone number 517-267-6406 or Student Services West Campus, West Campus Building, Room M016, telephone number 517-267-5452.

### Program of Study Required Courses

| Course Code | Course Title               | Credit / Billing Hours |
|-------------|----------------------------|------------------------|
| BUSN 118    | Introduction to Business   | 3 / 3                  |
| CITW 150    | Internet Literacy          | 3 / 3                  |
| CITW 160    | Web Development HTML & CSS | 3 / 3                  |
| CITW 175    | Web Site Management        | 3 / 3                  |
| MKTG 120    | Sales                      | 3 / 3                  |
| MKTG 200    | Principles of Marketing    | 3 / 3                  |
| MKTG 210    | Marketing on the Internet  | 3 / 3                  |

### Program of Study Required Courses, Limited Choice – *Select two courses, minimum of 5 credits*

| Course Code | Course Title                  | Credit / Billing Hours |
|-------------|-------------------------------|------------------------|
| ARTS 102    | Design & Communication        | 3 / 4                  |
| CITF 140    | Information Technology Ethics | 3 / 3                  |
| CITP 110    | Intro to Programming-Python   | 4 / 4                  |
| CITP 130    | Intro to Mobile App Devel     | 3 / 3                  |
| CITP 180    | Intro to C#.NET Programming   | 4 / 4                  |
| CITP 220    | Game Design & Development     | 2 / 4                  |
| CITW 165    | Web Development JavaScript    | 3 / 3                  |
| CITW 185    | Web Development PHP & MySQL   | 4 / 4                  |

**Program of Study Required Courses, Limited Choice**– *Select two courses, minimum of 6 credits*

| Course Code | Course Title                   | Credit / Billing Hours |
|-------------|--------------------------------|------------------------|
| BUSN 160    | Starting a Business            | 4 / 4                  |
| BUSN 161    | Writing a Business Plan        | 2 / 2                  |
| ENGL 124    | Technical Writing              | 3 / 3                  |
| MGMT 200    | Creative Thinking for Business | 3 / 3                  |
| MKTG 119    | Mktg/Manage Your Profess Image | 3 / 3                  |
| MKTG 120    | Sales                          | 3 / 3                  |
| MKTG 140    | Introduction to Advertising    | 3 / 3                  |
| MKTG 204    | Marketing Research             | 3 / 3                  |

**Total Credit Hours**

32-36 credits / 33-36 billing hours

**Recommended Course Sequence**

| Semester I     | Semester II    |
|----------------|----------------|
| BUSN 118       | CITW 175       |
| CITW 150       | MKTG 120       |
| CITW 160       | MKTG 210       |
| MKTG 200       | Limited Choice |
| Limited Choice | Limited Choice |
| Limited Choice |                |