



E-Business A.B.

Curriculum Code: 0839

Effective: Fall 2020 – Summer 2025

Revised: 8/25/21

Description

E-business is the use of Internet technology to conduct business transactions. Students will learn to apply technical and behavioral skills to the various progressive possibilities of e-business as it relates to current business practices. This degree can be completed entirely online. Graduates are prepared to work in a variety of manufacturing, wholesaling, and retailing environments, or government environment. Students completing this curriculum may also be eligible to apply for a certificate in E-Business (0845). Not all courses in the program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

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.

General Education - Applied Degree, Recommended Choices

(For the full list of options, see [General Education](#))

- English Composition – *Select one*
ENGL 124, Technical Writing, 3 credits / 3 billing hours
- English Composition (Second Course)/Communications or Applied Communications – *Select one*
COMM 130, Fundamentals Public Speaking, 3 credits / 3 billing hours
- Humanities and Fine Arts or Social Sciences or Applied Social Sciences – *Select one*
ARTS 102, Design & Communication, 3 credits / 4 billing hours
MGMT 234, Diversity in the Workplace, 3 credits / 3 billing hours
- Mathematics or Applied Mathematics – *Select one*
MATH 117, Math for Business, 4 credits / 4 billing hours
MATH 119, Math - Applications for Living, 4 credits / 4 billing hours
- Natural Sciences Lab or Applied Science and Technology Lab – *Select one*
BIOL 120, Environmental Science, 4 credits / 6 billing hours
CHEM 135, Chemistry in Society, 4 credits / 5 billing hours
PHYS 120, The Art of Physics, 4 credits / 5 billing hours

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
CITP 110	Intro to Programming-Python	4 / 4
CITW 150	Internet Literacy	3 / 3
CITW 160	Web Development HTML & CSS	3 / 3
CITW 175	Web Site Management	3 / 3
CITW 185	Web Development PHP & MySQL	4 / 4
MKTG 119	Mktg/Manage Your Profess Image	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 or three courses, 8 credits minimum*

Course Code	Course Title	Credit / Billing Hours
ACCG 210	Principles of Financial Accg	4 / 4
BUSN 260	Starting a Business	4 / 4
BUSN 261	Writing a Business Plan	2 / 2
ECON 201	Principles of Economics-Micro	4 / 4
MGMT 150	Managing Customer Relations	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MKTG 120	Sales	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 204	Marketing Research	3 / 3

Program of Study Required Courses, Limited Choice – *Select three or four courses, 9 credits minimum*

Course Code	Course Title	Credit / Billing Hours
CITD 120	SQL Concepts	2 / 2
CITF 140	Information Technology Ethics	3 / 3
CITP 130	Intro to Mobile App Devel	3 / 3
CITP 180	Intro to C#.NET Programming	4 / 4
CITP 190	Intro to Programming in JAVA	4 / 4
CITP 220	Game Design & Development	2 / 4
CITW 165	Web Development JavaScript	3 / 3
CITW 180	Web Development ASP.NET	4 / 4

Total Credit Hours

63-65 credits / 65-70 billing hours

Recommended Course Sequence

Semester I	Semester II
Gen Ed – English Composition BUSN 118 CITP 110 CITW 150 CITW 160	Gen Ed – Mathematics or Applied Mathematics Gen Ed – Natural Sciences Lab or Applied Science and Technology Lab CITW 175 MKTG 200 MKTG 210

Semester III	Semester IV
Gen Ed – English Composition (Second Course)/Communications or Applied Communications CITW 185 MKTG 119 Limited Choice Limited Choice	Gen Ed - Humanities and Fine Arts or Social Sciences or Applied Social Sciences Limited Choice Limited Choice Limited Choice