E-Business C.A.

Career Community: Computer Technology and Networking
Curriculum Code: 0845
Effective: Fall 2023 – Summer 2028

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 of Business Degree (0839).

Milestone

Completion of CITW 160 with a 2.0 or higher is a key component for success in completing this program. Knowledge obtained in this course is the foundation for learning in other required courses. Students are encouraged to contact their faculty if they need additional assistance with learning the concepts presented in this course.

Contact Information

For further information, including career options, course substitutions and waivers, etc., 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 6 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

Course Code	Course Title	Credit / Billing Hours
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 260	Starting a Business	4 / 4
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

Minimum Total Credit Hours

33 credits / 33 billing hours

Recommended Course Sequence

Semester I
BUSN 118
CITW 150
CITW 160 – Milestone course
MKTG 200
Limited Choice
Limited Choice

Semester II
CITW 175
MKTG 120
MKTG 210
Limited Choice
Limited Choice

LCC makes every effort to limit revisions to the pathways during their effective timeframe. However, the College reserves the right to update certificate and degree title changes, and make course changes as needed, without prior notice.