

# LANSING COMMUNITY COLLEGE

## CURRICULUM GUIDE

E-Business

Associate in Business Degree

Curriculum Code: 0839 (Effective Fall 2011 – Summer 2016)

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. **Not all courses in the program transfer to all colleges.** Students planning to transfer should see an academic advisor before enrolling in any course.

### PREREQUISITES

Students should see *Course Descriptions* or *Course Offerings* for course prerequisite information. See the *Assessment and Placement Testing* section for skills assessment and advising information.

### INFORMATION

Contact the Computer Information Technologies Program, Gannon Building, Room 131, telephone number (517) 483-9612 (Website: [www.lcc.edu/cit/web/](http://www.lcc.edu/cit/web/)) or Academic Advising Department, Gannon Building, Room 212, telephone number (517) 483-1904.

### REQUIREMENTS

CODE	TITLE	TOTAL: 37 CREDITS CREDIT HOURS
ARTS 102	Design & Communication	3
BUSN 118	Introduction to Business	3
CITP 110	Intro to Computer Programming	4
CITW 150	Internet Literacy	3
CITW 160	Web Site Design & Development	3
CITW 175	Web Site Management	3
MGMT 234	Diversity in the Workplace	3
MKTG 119	Mktg/Manage Your Profess Image	3
MKTG 120	Sales	3
MKTG 200	Principles of Marketing	3
MKTG 210	Marketing on the Internet	3
WRIT 124	Technical Writing	3

### LIMITED CHOICE REQUIREMENTS

TOTAL: 23-26 CREDITS

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

#### CHOICE 1: General Education Core Areas

6-9 Credits

(See *General Education Core Requirements* for information on how to fulfill these requirements. Core area proficiency exams, where appropriate, are available for each core area.)

Communication Core Area (See Note 1)	0
Global Perspectives and Diversity Core Area (See Note 1)	0
Mathematics Core Area	3-4
Science Core Area	3-5
Writing Core Area (See Note 1)	0

<b>CHOICE 2: Business Related</b> (See Note 2)	<b>8 Credits</b>
ACCG 210 Principles of Accounting I	4
BUSN 160 Starting a Business	4
BUSN 161 Writing a Business Plan	2
ECON 201 Principles of Economics–Micro	4
MGMT 150 Managing Customer Relations	3
MGMT 200 Creative Thinking for Business	3
MKTG 130 Retailing	3
MKTG 140 Introduction to Advertising	3
MKTG 202 Managerial Marketing	3
MKTG 204 Marketing Research	3
MKTG 221 Consumer Behavior	2
MKTG 229 Public Relations	2
 <b>CHOICE 3: Design and Development Related</b> (See Note 2)	 <b>9 Credits</b>
ARTS 105 Adobe Photoshop for Non–Majors	2
CITA 145 Microsoft Expression Web	3
CITD 120 SQL Concepts	2
CITF 140 Information Technology Ethics	3
CITP 150 Intro to VB.Net Programming	4
CITP 190 Intro to Programming in JAVA	3
CITW 165 Advanced Web Development	3
CITW 180 ASP.Net Web Development	4
CITW 229 Special Topics/Web	1–2
 <b>MINIMUM TOTAL</b>	 <b>60</b>

**NOTES:**

1. Students completing "REQUIREMENTS" have fulfilled the requirements for this Core area.
2. Students may also choose up to 3 credits of TIME Series Topics (MGMT 290). Students should confer with a Computer Information Technologies faculty advisor to assure that the selection of "LIMITED CHOICE" courses will best fit their career plans.

**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	III	IV
ARTS 102	CITW 160	MKTG 119	CITW 175
BUSN 118	MGMT 234	MKTG 120	MKTG 210
CITP 110	MKTG 200	WRIT 124	Lim.Ch.
CITW 150	Lim.Ch.	Lim.Ch.	Lim.Ch.
Lim.Ch.	Lim.Ch.	Lim.Ch.	Lim.Ch.