

# LANSING COMMUNITY COLLEGE

## CURRICULUM GUIDE

E-Business

Associate in Business Degree

Curriculum Code: 0839 (Effective Fall 2009 – Summer 2014)

The Internet is changing the way business is being conducted and the way societies function. E-business is the use of technology in day-to-day 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, as well as the service sector of our economy. **Not all courses in the program transfer to all colleges.** Students planning to transfer should see an academic advisor or counselor 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 Media, Art, and Information Technologies Department, Gannon Building, Room 131, telephone number (517) 483-1546 (Website: [www.lcc.edu/mait/](http://www.lcc.edu/mait/)) or Counseling and Advising Centers, Gannon Building, Room 204, telephone number (517) 483-1904.

### REQUIREMENTS

CODE	TITLE	TOTAL: 45 CREDITS CREDIT HOURS
BUSN 118	Introduction to Business	3
CITF 108	Microsoft Windows	2
CITF 110	Intro Computer Info Systems	3
CITN 120	Introduction to Networking	3
CITP 110	Intro to Computer Programming	4
CITW 150	Internet Literacy	3
CITW 160	Developing Pages for the Web	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
SPCH 110	Oral Comm in the Workplace	3
WRIT 124	Technical Writing	3

### LIMITED CHOICE REQUIREMENTS

TOTAL: 16-19 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 (See Note 2)</b>	<b>10 Credits</b>
ACCG 210 Principles of Accounting I	4
BUSN 160 Starting a Business	2
BUSN 161 Writing a Business Plan	2
CITA 110 Intro to Microsoft Office	3
CITP 150 Intro to VB.Net Programming	4
CITP 250 Advanced VB.Net Programming	4
CITW 165 Advanced Web Development	3
CITW 180 ASP.Net Web Development	4
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>MINIMUM TOTAL</b>	<b>61</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 Business Careers 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 or counselor for help with adjustments.

I	II	III	IV
BUSN 118	CITP 110	CITW 175	CITN 120
CITF 108	CITW 160	MGMT 234	MKTG 119
CITF 110	MKTG 200	MKTG 120	MKTG 210
CITW 150	SPCH 110	WRIT 124	Lim.Ch.
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