

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

E-Business
Certificate of Achievement

Curriculum Code: 0845 (Effective Fall 2011 – Summer 2016)

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 may be applied toward the E-Business, Associate in Business Degree.

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/) or Academic Advising Department, Gannon Building, Room 212, telephone number (517) 483-1904.

REQUIREMENTS

CODE	TITLE	TOTAL: 21 CREDITS CREDIT HOURS
BUSN 118	Introduction to Business	3
CITW 150	Internet Literacy	3
CITW 160	Developing Pages for the Web	3
CITW 175	Web Site Management	3
MKTG 120	Sales	3
MKTG 200	Principles of Marketing	3
MKTG 210	Marketing on the Internet	3

LIMITED CHOICE REQUIREMENTS (See Note 1)

TOTAL: 11 CREDITS

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

CHOICE 1: Design and Development Related

5 Credits

ARTS 102	Design & Communication	3
ARTS 105	Adobe Photoshop for Non-Majors	2
CITA 145	Microsoft Expression Web	3
CITF 140	Information Technology Ethics	3
CITP 110	Intro to Computer Programming	4
CITP 150	Intro to VB.Net Programming	4
CITW 165	Advanced Web Development	3
CITW 180	ASP.Net Web Development	4
CITW 229	Special Topics/Web	1-2

CHOICE 2: Business Related	6 Credits
BUSN 160 Starting a Business	4
BUSN 161 Writing a Business Plan	2
MGMT 200 Creative Thinking for Business	3
MKTG 119 Mktg/Manage Your Profess Image	3
MKTG 221 Consumer Behavior	2
MKTG 229 Public Relations	2
WRIT 124 Technical Writing	3
MINIMUM TOTAL	32

NOTE:

1. Students should confer with a Computer Information Technologies Program 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
BUSN 118	CITW 175	Lim.Ch.
CITW 150	MKTG 120	Lim.Ch.
MKTG 200	MKTG 210	Lim.Ch.
CITW 160	Lim.Ch.	
Lim.Ch.		