

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

E-Business
Certificate of Achievement

Curriculum Code: 0845 (Effective Fall 2009 – Summer 2014)

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. Emphasis in this program is on business applications. 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 Media, Art, and Information Technologies Department, Gannon Building, Room 131, telephone number (517) 483-1546 (Website: www.lcc.edu/mait/) or Counseling and Advising Centers, Gannon Building, Room 204, telephone number (517) 483-1904.

REQUIREMENTS

CODE	TITLE	TOTAL: 23 CREDITS CREDIT HOURS
BUSN 118	Introduction to Business	3
CITF 108	Microsoft Windows	2
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

TOTAL: 8-9 CREDITS

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

CHOICE 1: Business Related (See Note 1)

8-9 Credits

BUSN 160	Starting a Business	2
BUSN 161	Writing a Business Plan	2
CITF 110	Intro Computer Info Systems	3
CITN 120	Introduction to Networking	3
CITP 110	Intro to Computer Programming	4
MKTG 221	Consumer Behavior	2
SPCH 110	Oral Comm in the Workplace	3
WRIT 124	Technical Writing	3

MINIMUM TOTAL

31

NOTE:

1. Students may also choose up to 2 credits of TIME Series Topics (MGMT 290). Students should confer with a Business Careers 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 or counselor for help with adjustments.

I	II	III
BUSN 118	CITW 160	CITW 175
CITF 108	MKTG 120	Lim.Ch.
CITW 150	MKTG 210	
MKTG 200	Lim.Ch.	
Lim. Ch.		