

# LANSING COMMUNITY COLLEGE

## CURRICULUM GUIDE

E-Business

Associate in Business Degree

Curriculum Code: 0839 (Effective Fall 2015 – Summer 2020)

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](#) for course prerequisite information. See [Academic Assessment and Placement Testing for Student Success](#) for skills assessment and advising information.

### INFORMATION

Contact the Computer Information Technologies Program, West Campus Building, Room M103, telephone number (517) 267-6406 (Website: [www.lcc.edu/cit/web/](http://www.lcc.edu/cit/web/)) or Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

### REQUIREMENTS

**TOTAL: 38 CREDITS**

CODE	TITLE	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 Dsgn & Development I	3
CITW 175	Web Site Management	3
CITW 185	PHP Web Development	4
MGMT 234	Diversity in the Workplace	3
MKTG 119	Mktg/Manage Your Profess Image	3
MKTG 200	Principles of Marketing	3
MKTG 210	Marketing on the Internet	3
WRIT 124	Technical Writing	3

**LIMITED CHOICE REQUIREMENTS****TOTAL: 24–27 CREDITS**Complete the indicated number of credits from **EACH CHOICE** listed below.**CHOICE 1: [General Education Core Areas](#)****7–10 Credits**

(Click the link above 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	3–5
Science Core Area	4–5
Writing Core Area (See Note 1)	0

**CHOICE 2: Business Related****8 Credits**

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 120	Sales	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	3
MKTG 229	Public Relations	3

**CHOICE 3: Design and Development Related****9 Credits**

CITD 120	SQL Concepts	2
CITF 140	Information Technology Ethics	3
CITP 130	Intro to Mobile App Devel	3
CITP 150	Intro to VB.NET Programming	4
CITP 190	Intro to Programming in JAVA	4
CITW 165	Web Site Dsgn & Development II	3
CITW 180	ASP.NET Web Development	4
CITW 229	Special Topics/Web	1–2

**MINIMUM TOTAL****62****NOTE:**

1. Students completing "REQUIREMENTS" have fulfilled the requirements for this Core area.

## 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 175	CITW 185	MGMT 234
BUSN 118	MKTG 200	MKTG 119	Lim.Ch.
CITP 110	MKTG 210	WRIT 124	Lim.Ch.
CITW 150	Lim.Ch.	Lim.Ch.	Lim.Ch.
CITW 160	Lim.Ch.	Lim.Ch.	Lim.Ch.