

**LANSING COMMUNITY COLLEGE**

**Computer, Engineering/Manufacturing Industrial Technologies**

**Curriculum Code: 0845  
(Effective Fall 2018 –  
Summer 2023)**

**E-Business C.A. Pathway**

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 in this certificate may be applied toward the E-Business, Associate in Business Degree (0839).

**For More Information**

Contact the Computer Information Technologies Program at the West Campus Building, Room M103, telephone number (517) 267-6406 or Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

<b>Semester I</b>	<b>Course Title</b>	<b>Prerequisites</b>	<b>Credit/Billing Hours</b>
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**Program of Study Requirements**

BUSN 118	Introduction to Business	Reading Level 5 or (Reading Level 4 and ENGL 099 concurrently) and Writing Level 4	3 / 3
CITW 150	Internet Literacy	Reading Level 5 and Writing Level 6	3 / 3
CITW 160	Web Development HTML & CSS	Reading Level 5 and Writing Level 6	3 / 3
MKTG 200	Principles of Marketing	Reading Level 5 and Writing Level 6	3 / 3

<b>Design and Development Electives - <i>Select 2 courses for a minimum of 5 credits</i></b>			
ARTS 102	Design & Communication	Reading Level 5 and Writing Level 6 or (Reading Level 4 and Writing Level 4 and ENGL 099 concurrently)	3 / 4
CITF 140	Information Technology Ethics	Reading Level 5 and Writing Level 6	3 / 3
CITP 110	Intro to Programming-Python	Reading Level 5 and (Math Level 4 or minimum 2.0 in MATH 105 or MATH 106)	4 / 4
CITP 130	Intro to Mobile App Devel	Minimum 2.0 in (CITP 110 or CPSC 230 or concurrently) and Reading Level 5 and Writing Level 6 and (Math Level 4 or minimum 2.0 in MATH 105 or MATH 106)	3 / 3
CITP 180	Intro to C#.NET Programming	Minimum 2.0 in (CITP 110 or CPSC 230) and Reading Level 5 and Math Level 4	4 / 4
CITP 220	Game Design & Development	Minimum 2.0 in CITP 180 and Reading Level 5 and Writing Level 6 and Math Level 4	2 / 4
CITW 165	Web Development JavaScript	Minimum 2.0 in CITW 160 and Reading Level 5 and Writing Level 6	3 / 3
CITW 185	Web Development PHP & MySQL	Minimum 2.0 in (CITW 160 or ARTS 173 or concurrently) and Reading Level 5 and Writing Level 6	4 / 4
<b>Credits</b>			<b>17-20 / 17-22</b>

Semester II	Course Title	Prerequisites	Credit/Billing Hours
<b>Program of Study Requirements</b>			
CITW 175	Web Site Management	Minimum 2.0 in (CITW 160 or ARTS 173 or concurrently) and Reading Level 5 and Writing Level 6	3 / 3
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
MKTG 210	Marketing on the Internet	Reading Level 5 and Writing Level 6	3 / 3
<b>Business Electives - <i>Select 2 courses for a minimum of 6 credits</i></b>			
BUSN 160	Starting a Business	Reading Level 5 and Writing Level 4 and Math Level 4	4 / 4
BUSN 161	Writing a Business Plan	Minimum 3.0 in BUSN 160 and Reading Level 5 and Writing Level 6 and Math Level 4	2 / 2
ENGL 124	Technical Writing	Reading Level 5 and Writing Level 6 or (Reading Level 4 and Writing Level 4 and ENGL 099 concurrently)	3 / 3
MGMT 200	Creative Thinking for Business	Reading Level 5 and Writing Level 6	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	Reading Level 5 and Writing Level 4	3 / 3
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
MKTG 140	Introduction to Advertising	Reading Level 5 and Writing Level 6	3 / 3
MKTG 204	Marketing Research	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
<b>Credits</b>			<b>15-16 / 15-16</b>
<b>Total Credits</b>			<b>32-36 / 32-38</b>