E-Business A.B.
Curriculum Code: 0839
Effective: Fall 2021 – Summer 2026
Revised: 8/25/21

Description
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. Students completing this curriculum may also be eligible to apply for a certificate in E-Business (0845). Not all courses in the program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

Contact Information
Contact the Computer Information Technologies Program at the West Campus Building, Room M103, telephone number 517-267-6406 or Student Services West Campus, West Campus Building, Room M016, telephone number 517-267-5452.

General Education - Applied Degrees, Recommended Courses
(For the full list of options, see General Education)

- English Composition or Applied English – Select one
  ENGL 124, Technical Writing, 3 credits / 3 billing hours

- English Composition (Second Course)/Communications or Applied Communications – Select one
  COMM 130, Fundamentals Public Speaking, 3 credits / 3 billing hours

- Humanities and Fine Arts or Social Sciences or Applied Social Sciences – Select one
  ARTS 102, Design & Communication, 3 credits / 4 billing hours
  MGMT 234, Diversity in the Workplace, 3 credits / 3 billing hours

- Mathematics or Applied Mathematics – Select one
  MATH 117, Math for Business, 4 credits / 4 billing hours
  MATH 119, Math - Applications for Living, 4 credits / 4 billing hours

- Natural Sciences Lab or Applied Science and Technology Lab – Select one
  BIOL 120, Environmental Science, 4 credits / 6 billing hours
  CHEM 135, Chemistry in Society, 4 credits / 5 billing hours
  PHYS 120, The Art of Physics, 4 credits / 5 billing hours
### Program of Study Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit / Billing Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 118</td>
<td>Introduction to Business</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITP 110</td>
<td>Intro to Programming-Python</td>
<td>4 / 4</td>
</tr>
<tr>
<td>CITW 150</td>
<td>Internet Literacy</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITW 160</td>
<td>Web Development HTML &amp; CSS</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITW 175</td>
<td>Web Site Management</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITW 185</td>
<td>Web Development PHP &amp; MySQL</td>
<td>4 / 4</td>
</tr>
<tr>
<td>MKTG 119</td>
<td>Mktg/Manage Your Profess Image</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 200</td>
<td>Principles of Marketing</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 210</td>
<td>Marketing on the Internet</td>
<td>3 / 3</td>
</tr>
</tbody>
</table>

### Program of Study Required Courses, Limited Choice – Select two or three courses, 8 credits minimum

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credit / Billing Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCG 210</td>
<td>Principles of Financial Accg</td>
<td>4 / 4</td>
</tr>
<tr>
<td>BUSN 260</td>
<td>Starting a Business</td>
<td>4 / 4</td>
</tr>
<tr>
<td>BUSN 261</td>
<td>Writing a Business Plan</td>
<td>2 / 2</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Economics-Micro</td>
<td>4 / 4</td>
</tr>
<tr>
<td>MGMT 150</td>
<td>Managing Customer Relations</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MGMT 200</td>
<td>Creative Thinking for Business</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 120</td>
<td>Sales</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 140</td>
<td>Introduction to Advertising</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 204</td>
<td>Marketing Research</td>
<td>3 / 3</td>
</tr>
</tbody>
</table>

### Program of Study Required Courses, Limited Choice – Select three or four courses, 9 credits minimum

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credit / Billing Hours</th>
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</thead>
<tbody>
<tr>
<td>CITD 120</td>
<td>SQL Concepts</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITF 140</td>
<td>Information Technology Ethics</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITP 130</td>
<td>Intro to Mobile App Devel</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITP 180</td>
<td>Intro to C#.NET Programming</td>
<td>4 / 4</td>
</tr>
<tr>
<td>CITP 190</td>
<td>Intro to Programming in JAVA</td>
<td>4 / 4</td>
</tr>
<tr>
<td>CITP 220</td>
<td>Game Design &amp; Development</td>
<td>2 / 4</td>
</tr>
<tr>
<td>CITW 165</td>
<td>Web Development JavaScript</td>
<td>3 / 3</td>
</tr>
<tr>
<td>CITW 180</td>
<td>Web Development ASP.NET</td>
<td>4 / 4</td>
</tr>
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### Total Credit Hours
63-65 credits / 65-70 billing hours
# Recommended Course Sequence

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
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<tbody>
<tr>
<td>Gen Ed – English Composition or Applied English</td>
<td>Gen Ed – Mathematics or Applied Mathematics</td>
</tr>
<tr>
<td>BUSN 118</td>
<td>Gen Ed – Natural Sciences Lab or Applied Science and Technology Lab</td>
</tr>
<tr>
<td>CITP 110</td>
<td>CITW 175</td>
</tr>
<tr>
<td>CITW 150</td>
<td>MKTG 200</td>
</tr>
<tr>
<td>CITW 160</td>
<td>MKTG 210</td>
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<table>
<thead>
<tr>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Ed – English Composition (Second Course)/Communications or Applied Communications</td>
<td>Gen Ed - Humanities and Fine Arts or Social Sciences or Applied Social Sciences</td>
</tr>
<tr>
<td>CITW 185</td>
<td>Limited Choice</td>
</tr>
<tr>
<td>MKTG 119</td>
<td>Limited Choice</td>
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