



## **E-Business A.B.**

Curriculum Code: 0839

Effective: Fall 2020 – Summer 2025

### **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 Degree, Recommended Choices**

(For the full list of options, see [General Education](#))

- English Composition – *Select one*  
ENGL 124, Technical Writing, 3 credits / 3 billing hours
- English Composition (Second Course)/Communications or Applied Communications – *Select one*  
ARTS 102, Design & Communication, 3 credits / 4 billing hours
- Humanities and Fine Arts or Social Sciences or Applied Social Sciences – *Select one*  
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

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

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

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

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

Course Code	Course Title	Credit / Billing Hours
CITD 120	SQL Concepts	2 / 2
CITF 140	Information Technology Ethics	3 / 3
CITP 130	Intro to Mobile App Devel	3 / 3
CITP 180	Intro to C#.NET Programming	4 / 4
CITP 190	Intro to Programming in JAVA	4 / 4
CITP 220	Game Design & Development	2 / 4
CITW 165	Web Development JavaScript	3 / 3
CITW 180	Web Development ASP.NET	4 / 4

### Total Credit Hours

63-65 credits / 65-70 billing hours

## Recommended Course Sequence

Semester I	Semester II
Gen Ed – English Composition BUSN 118 CITP 110 CITW 150 CITW 160	Gen Ed – Mathematics or Applied Mathematics Gen Ed – Natural Sciences Lab or Applied Science and Technology Lab CITW 175 MKTG 200 MKTG 210

Semester III	Semester IV
Gen Ed – English Composition (Second Course)/Communications or Applied Communications CITW 185 MKTG 119 Limited Choice Limited Choice	Gen Ed - Humanities and Fine Arts or Social Sciences or Applied Social Sciences Limited Choice Limited Choice Limited Choice