



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

Career Community: Computer Technology and Networking

Curriculum Code: 0839

Effective: Fall 2024 – Summer 2029

### **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, retailing, 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.

### **Milestone**

In addition to the required General Education courses in Math and English, completion of CITW 160 with a 2.0 or higher is a key component for success in completing this program. Knowledge obtained in these courses is the foundation for learning in other required courses. Students are encouraged to contact their faculty if they need additional assistance with learning the concepts presented in these courses.

### **Contact Information**

For further information, including career options, course substitutions and waivers, etc., 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)/Communication or Applied Communication – *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, 2D Design, 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

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	Intro to Digital Marketing	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
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	Principles of Advertising	3 / 3
MKTG 204	Marketing Research	3 / 3

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

Course Code	Course Title	Credit / Billing Hours
CITD 120	SQL Concepts	3 / 3
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
CITW 165	Web Development JavaScript	3 / 3
CITW 180	Web Development ASP.NET	4 / 4

## Additional Credits

After completing the course and credit requirements as noted on this pathway, students who fall short of the 60-credit minimum required for an Associate Degree may select any course(s) needed to reach 60 credits, except those courses noted in number 7 in the [Institutional Requirements for Associate Degrees](#). Students are encouraged to use Degree Works and meet with an Advisor to ensure all requirements are met and for course recommendations.

## Minimum Total Credit Hours

63 credits / 64 billing hours

## Recommended Course Sequence

Semester I
Gen Ed – English Composition or Applied English
BUSN 118
CITP 110
CITW 150
CITW 160 – Milestone course

Semester II
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
Gen Ed – English Composition (second course)/Communication or Applied Communication
CITW 185
MKTG 119
Limited Choice
Limited Choice

Semester IV
Gen Ed - Humanities and Fine Arts or Social Sciences or Applied Social Sciences
Limited Choice
Limited Choice
Limited Choice

*LCC makes every effort to limit revisions to the pathways during their effective timeframe. However, the College reserves the right to update certificate and degree title changes, and make course changes as needed, without prior notice.*