



## E-Business C.A.

Career Community: Computer Technology and Networking

Curriculum Code: 0845

Effective: Fall 2024 – Summer 2029

### Description

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 of Business Degree (0839).

### Milestone

Completion of CITW 160 with a 2.0 or higher is a key component for success in completing this program. Knowledge obtained in this course 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 this course.

### Additional Information

A student must earn a minimum grade of 2.0 in all 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.

### Program of Study Required Courses

Course Code	Course Title	Credit/ Billing Hours
BUSN 118	Introduction to Business	3 / 3
CITW 150	Internet Literacy	3 / 3
CITW 160	Web Development HTML & CSS	3 / 3
CITW 175	Web Site Management	3 / 3
MKTG 120	Sales	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 courses, minimum of 6 credits*

Course Code	Course Title	Credit/ Billing Hours
ARTS 102	2D Design	3 / 4
CITF 140	Information Technology Ethics	3 / 3

Course Code	Course Title	Credit/ Billing Hours
CITP 110	Intro to Programming-Python	4 / 4
CITP 130	Intro to Mobile App Devel	3 / 3
CITP 180	Intro to C#.NET Programming	4 / 4
CITW 165	Web Development JavaScript	3 / 3
CITW 185	Web Development PHP & MySQL	4 / 4

**Program of Study Required Courses, Limited Choice**—*Select two courses, minimum of 6 credits*

Course Code	Course Title	Credit/ Billing Hours
BUSN 260	Starting a Business	4 / 4
ENGL 124	Technical Writing	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 140	Principles of Advertising	3 / 3
MKTG 204	Marketing Research	3 / 3

**Additional Credits**

After completing the course and credit requirements as noted on this pathway, students who fall short of the 30-credit minimum required for a Certificate of Achievement may select any course(s) needed to reach 30 credits, except those courses noted in number 7 in the [Institutional Requirements for Certificates of Achievement](#). 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**

33 credits / 33 billing hours

**Recommended Course Sequence**

Semester I
BUSN 118
CITW 150
CITW 160 – Milestone course
MKTG 200
Limited Choice
Limited Choice
Semester II
CITW 175
MKTG 120
MKTG 210

Semester II
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.*