

E-Business Certificate (2202)

This certificate is designed for students who are or want to work in the field of e-business. Courses include all principles of e-business management including legal, marketing, and management. Students may choose electives from technology-based courses ranging from web-design to multimedia.

Required:

BUSM 1300Introduction to Business3
BUSM 1330Business Ethics2
BUSM 1700Principles of E-Business3
BUSM 2500Principles of Marketing3
BUSM 2550Direct and Internet Marketing3
ECON 2600Principles of Microeconomics3
ITIS 1005Computers and Information Processing3
ITIS 1130Introduction to Web Design1
	Choose course(s) from the Electives List3

Certificate Total: 24

Electives: minimum 3 credits

ACCT 1100Introduction to Financial Accounting4
BUSM 2000Principles of Management3
BUSM 2300Human Resource Management3
BUSM 2510Marketing Information and Research3
BUSM 2520Marketing of Services3
BUSM 2530Advertising3
BUSM 2560International Marketing3
ITCS 1105Web Programming I2
ITIS 1108Using an HTML Editor2