

Associate of Applied Business Degree Business

Information Technology and Computer Science

Information Systems

Web Content Developer Concentration (9251)

This program provides students with skills necessary to understand and use Internet services and resources. Students will design and create content-rich sites that use photo-realistic and computer-generated graphics as well as basic interactive programming techniques. Design projects will emphasize small-business, home-office, and personal applications.

First Semester:

BUSM 1300	Introduction to Business	3
ENGL 1110*	English Composition I (A)	3
OR		
ENGL 1111	English Composition I (B)	
(1st 8 weeks)		
ITIS 1005	Computers and Information Processing	3
(2nd 8 weeks)		
ITCS 1010	Programming Logic	3
ITIS 1100	Internet: Services, Tools and Web Page Creation	2
ITIS 1115	Internet Technologies and Concepts	2
ITIS 1130	Introduction to Web Design	1
ITON 1020	Using Microsoft Windows	1
OR		
ITON 1030	Using Microsoft Windows Vista	

18

Second Semester:

ENGL 1121	English Composition II - Technical Focus	3
ECON 1150	Basic Economics	3
OR		
ECON 2600****	Principles of Microeconomics	
ITCS 1105	Web Programming I	2
ITCS 1810	Visual Basic.NET Programming I	3
OR		
ITCS 1820	Java Programming I	
ITIS 1120	Introduction to Flash	2
PHOT 1105	Basic Photography - Digital	3
SPCH 1050**	Fundamentals of Public Speaking	2
OR		
SPCH 1150	Fundamentals of Interpersonal Communication	

18

Third Semester:

BUSM 2500	Principles of Marketing	3
ITCS 2010	Systems Analysis	3
ITCS 2120	JavaScript Programming I	2
ITIS 1012***	Applied Computer Mathematics	3
ITIS 1108	Using an HTML Editor	2
PHOT 2300	Electronic Imaging I	3
Choose course(s) from the Technical/Related Electives list		2

18

Fourth Semester:

BUSM 1700	Principles of E-Business	3
BUSM 2550	Direct and Internet Marketing	3
ITCS 2190	Internet Specialist Capstone	4
MATH 2130	Business Statistics I	3
Choose course(s) from the Arts and Humanities Electives list		3
Choose course(s) from the Technical/Related Electives list		2

18

Program Total: 72

*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).

**Students may substitute either SPCH 1000 or SPCH 1100. One of these 3 credit courses may be required for students transferring to a four-year college.

***Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

****For students planning to transfer to a four-year college, the combination of ECON 2600 with BUSM 2500 will enhance transferability of BUSM 2500.

Technical/Related Electives: minimum 4 credits

ACCT	any Accounting (ACCT) course(s)	
BUSM 1620	Entrepreneurship I: Principles of Entrepreneurship	3
BUSM 1640	Entrepreneurship II: Entrepreneurial Startup and Planning	2
CPET 1050	Assembling, Upgrading and Repairing Personal Computers	2
GRDS 1010	Visual Organization	3
GRDS 1015	Typography	3
GRDS 1020	Graphic Design	3
ITCS 2110	XML Programming I	2
ITCS 2150	PHP Programming I	2
ITCS 2170	Introduction to ASP.NET	2
ITIS 2015	Information Technology Project Management	3
ITON 1725	Introduction to the Linux/Unix Operating System	2
ITON 1730	Implementing and Administering Linux	2
Any Information Technology (ITCS, ITDB, ITIS, ITON) course(s) except ITIS 1000		
PHOT 1100	Basic Photography	3
PHOT 2350	Electronic Imaging II	3

Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230, 2240; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 2200, 2250; PHIL 1500, 2000