

Business Administration – E-Commerce

Electronic Commerce is a concentration under the title of Business Administration. This curriculum is designed to prepare individuals for a career in the Internet economy.

Course work includes topics related to electronic business, Internet strategy in business, basic business principles in the world of E-Commerce. Students will be able to demonstrate the ability to identify and analyze such functional issues as planning, technical systems, marketing, security, finance, law, design, implementation, assessment and policy issues at an entry level.

Graduates from this program will have a sound business educational base for lifelong learning. Graduates are prepared for employment opportunities in government agencies, financial institutions, and small to medium sized businesses or industry.

Business Administration – E-Commerce
 Associate in Applied Science Degree
 Suggested Course Sequence

				HOURS PER WEEK			
				CL.	LB.	CLIN.	CR.
FALL SEMESTER							
ACA 111	College Student Success	1	0	0	1		
ACC 120	Principles of Financial Accounting	3	2	0	4		
BUS 110	Introduction to Business	3	0	0	3		
CIS 110	Introduction to Computers	2	2	0	3		
ECM 168	Electronic Business	2	2	0	3		
ECO 251	Principles of Microeconomics	3	0	0	3		
		14	6	0	17		
SPRING SEMESTER							
BUS 121	Business Math	2	2	0	3		
BUS 137	Principles of Management	3	0	0	3		
BUS 225	Business Finance	2	2	0	3		
ECM 210	Introduction to E-Commerce	2	2	0	3		
ENG 111	Expository Writing	3	0	0	3		
WEB 110	Internet/Web Fundamentals	2	2	0	3		
		14	8	0	18		
FALL SEMESTER							
ACC 129	Individual Income Taxes	2	2	0	3		
BUS 153	Human Resources Management	3	0	0	3		
ECM 220	E-Commerce Planning & Implem.	2	2	0	3		
	Humanities/Fine Arts Elective (ART DAN DRA ENG HUM MUS PHI REL)	3	0	0	3		
MAT 140	Survey of Mathematics or	3	0	0	3		
MAT 171	Precalculus Algebra	3	0	0	3		
MKT 120	Principles of Marketing	3	0	0	3		
		16	4	0	18		
SPRING SEMESTER							
BUS 115	Business Law I	3	0	0	3		
ECM 230	Capstone Project	1	6	0	3		
ENG 115	Oral Communication or	3	0	0	3		
COM 231	Public Speaking	3	0	0	3		
MKT 123	Fundamentals of Selling Social/Behavioral Science Elective (ANT ECO GEO HIS POL PSY SOC)	3	0	0	3		
		13	6	0	15		
		57	24	0	68		

TOTAL SEMESTER HOURS REQUIRED FOR ASSOCIATE DEGREE: 68

With the exception of COM 231 and ENG 115, this program is available by distance education.

Business Administration – E-Commerce
 Diploma
 Suggested Course Sequence

			HOURS PER WEEK			
			CL.	LB.	CLIN.	CR.
ACA 111	College Student Success		1	0	0	1
ACC 120	Principles of Financial Accounting		3	2	0	4
BUS 110	Introduction to Business		3	0	0	3
BUS 115	Business Law I		3	0	0	3
BUS 137	Principles of Management		3	0	0	3
CIS 110	Introduction to Computers		2	2	0	3
ECM 168	Electronic Business		2	2	0	3
ECM 210	Introduction to E-Commerce		2	2	0	3
ECM 220	E-Commerce Planning & Implem.		2	2	0	3
ECM 230	Capstone Project		1	6	0	3
ECO 251	Principles of Microeconomics		3	0	0	3
ENG 111	Expository Writing		3	0	0	3
MKT 120	Principles of Marketing		3	0	0	3
WEB 110	Internet/Web Fundamentals		2	2	0	3
			33	18	0	41

TOTAL SEMESTER HOURS REQUIRED FOR DIPLOMA: 41

This diploma is available by distance education.

Business Administration – E-Commerce
 Certificate
 Suggested Course Sequence

			HOURS PER WEEK			
			CL.	LB.	CLIN.	CR.
BUS 110	Introduction to Business		3	0	0	3
BUS 137	Principles of Management		3	0	0	3
ECM 168	Electronic Business		2	2	0	3
ECM 210	Introduction to E-Commerce		2	2	0	3
ECM 220	E-Commerce Planning & Implem.		2	2	0	3
ECM 230	Capstone Project		1	6	0	3
			13	12	0	18

TOTAL SEMESTER HOURS REQUIRED FOR CERTIFICATE: 18

This certificate is available by distance education.

