

Certificate of Specialization: E-Commerce - Business

In recent years, various changes in the business environment have occurred, including the emergence of new information technologies. Consequently, many businesses need to realign with the new Internet economy in order to compete effectively in our changing world. In addition, there are opportunities for e-business start-ups with sound business foundations and competitive strategies. This certificate of completion in E-Commerce/Business attempts to provide students with the skill-building techniques and knowledge that will empower them to achieve career goals in the current e-business environment.

Certificate Student Learning Outcome:

Students will be able to analyze e-commerce principles and design an e-business plan to promote a competitive advantage in the current e-commerce environment.

Program Requirements:

Units Required: 15

		Units:
BUS-190	Principles of Electronic Commerce	3.0
BUS-192	E-Business Strategy	3.0
CAWT-170	Website Development I	3.0
BUS-100	Introduction to Business	3.0
OR		
BUS-110	Principles of Management	3.0
OR		
BUS-211	Business Law	3.0
BUS-140	Principles of Marketing	3.0
OR		
BUS-141	Principles of Advertising	3.0