

E-Commerce-Business Certificate of Specialization

+If you have completed coursework at another college and/or are starting in a semester other than a Fall term, please follow up with the Counseling Department to determine if this sequence is appropriate for your academic and career goals.

Program Description: 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.

Program SLO: Analyze e-commerce principles and design an e-business plan to promote a competitive advantage in the current e-commerce environment.

Important Information: For students interested in earning an Associate's degree and/or transfer, please follow up with the Counseling Office for additional information @ <https://www.canyons.edu/counseling> or (661) 362-3288/(661)362-3811.

Major courses are sequenced and **BOLDED** based on recommendations by the [Business Department](#).

FA = Fall; WI = Winter; SP = Spring; SU = Summer

First Semester	(0-15 units minimum)		
Course	Title	Units	Major Courses
BUS 100 OR BUS 110 OR BUS 211	Introduction to Business (FA, WI, SP, SU) Principles of Management (FA, WI, SP, SU) Business Law (FA, WI, SP, SU)	3	Major
BUS 140 OR BUS 141	Principles of Marketing (FA, SP) Principles of Advertising (FA, SP)	3	Major
BUS 190	Principles of Electronic Commerce (FA, SP)	3	Major
BUS 192	E-Business Strategy (FA, SP)	3	Major
CAWT 170	Website Development I (FA, SP)	3	Major
	Term Totals:	15	

Total Units: 15

Counseling Resources

Business Department: www.canyons.edu/business

Counseling Department: <https://www.canyons.edu/student-services/counseling/index.php>

COC Future Business Leaders of America – Phi Beta Lambda: coc.pbl@gmail.com

Petition for Certificate – Petitions are due fall/spring/summer term you will complete the requirements, and may be submitted before your last term or up until the final day of the term. Petitions must be reviewed with a counselor and may be downloaded here:

[https://www.canyons.edu/resources/documents/student-services/admissions/Petition for Certificate of Specialization.pdf](https://www.canyons.edu/resources/documents/student-services/admissions/Petition%20for%20Certificate%20of%20Specialization.pdf)

Career Resources

California Career Zone: www.cacareerzone.org

O*Net Online: www.onetonline.org

Bureau of Labor and Statistics: www.bls.gov

Professional Associations:

Ecommerce Foundation: www.eCommerceFoundation.org

Association of National Advertisers: www.ana.org