

## PROGRAM OF STUDY

### E-Commerce: Business Certificate of Specialization

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.

#### **Student Learning Outcome:**

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

#### **Program Requirements:**

		<b>Units</b>
BUS 190	Principles of Electronic Commerce	3 - 0
BUS 192	E-Business Strategy	3 - 0
CIT 170	Web Site Development I	3 - 0
BUS 100	Introduction to Business	3 - 0
	<b>or</b>	
BUS 110	Principles of Management	3 - 0
	<b>or</b>	
BUS 211	Business Law	3 - 0
BUS 140	Principles of Marketing	3 - 0
	<b>or</b>	
BUS 141	Principles of Advertising	3 - 0

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#### **Total Units**

**15**

PID 20