

## E-Business Certificate (2202)

This certificate is designed for students who are or want to work in the field of e-business. Courses include all principles of e-business management including legal, marketing, and management. Students may choose electives from technology-based courses ranging from Web design to multimedia.

### Required:

BUSM 1300	.....Introduction to Business	.....3
BUSM 1330	.....Business Ethics	.....3
BUSM 1700	.....Principles of E-Business	.....3
BUSM 2500	.....Principles of Marketing	.....3
BUSM 2550	.....Direct and Internet Marketing	.....3
ECON 2600	.....Principles of Microeconomics	.....3
ITIS 1005	.....Computers and Information Processing	.....3
ITIS 1130	.....Introduction to Web Design	.....1
	Choose course(s) from the Electives List	.....3

**Certificate Total: 25**

### Electives: minimum 3 credits

ACCT 1100	.....Introduction to Financial Accounting	.....4
BUSM 2000	.....Principles of Management	.....3
BUSM 2300	.....Human Resource Management	.....3
BUSM 2510	.....Marketing Information and Research	.....3
BUSM 2520	.....Marketing of Services	.....3
BUSM 2530	.....Advertising	.....3
BUSM 2560	.....International Marketing	.....3
ITCS 1105	.....Web Programming I	.....2
ITIS 1108	.....Using an HTML Editor	.....2