

AREA: Electronic Commerce Certificate

LENGTH: Two semesters (one-year) program

PURPOSE: This certificate is designed to provide students with skills in integrating and supporting e-commerce solutions in their organizations. Individuals who seek employment in the field of electronic commerce and entrepreneurs who want to move their business to the Internet will also benefit from this certificate. Organizations taking advantage of new Internet technologies must have qualified employees to fill positions in this field.

OCCUPATIONAL OBJECTIVES: e-business account manager, e-business analyst, e-channel management specialist, Web sales support staff or Web site development and maintenance specialist

PROGRAM REQUIREMENTS: The curriculum is designed to integrate courses in information systems technology, marketing and business. This program provides the student the skills and knowledge needed to develop, support and maintain an e-commerce Web site for their organization. The program may be completed on a part-time basis since courses are offered during the day, evening or online. Upon satisfactory completion of the program, the graduate will receive a certificate in electronic commerce.

SPECIAL NOTE (BRIDGE COURSES): This program is designed for those students who have completed a variety of keyboarding and introductory computer application courses at the high school level. A student who has not completed the recommended high school courses may enroll in this program by taking courses designed to

bridge the gap. These courses are to be selected by consulting with an information systems technology (IST) advisor and may include one or more of the following:

AST 101 Keyboarding I 3

ITE 115 Intro to Computer Apps & Concepts 3

Course#	Title	Credits
First Semester		
BUS 100	Introduction to Business	3
BUS 200	Principles of Management	3
ENG 115	Technical Writing	3
ITD 110	Web Page Design I	3
MKT 100	Principles of Marketing	3
SDV 100	College Success Skills	1
	Total	16
Second Semester		
ITD 210	Web Page Design II	3
ITE 150	Desktop Database Software	3
ITN 260	Network Security Basics	3
MKT 282	Principles of E-Commerce	3
	Approved social science elective ¹	3
	Total	15
	Program Total	31

¹ Students may select a social science elective from the appropriate list.

Recommendation: Electronic commerce students are also encouraged to take MKT 271 – Consumer Behavior.