

E-Business Certificate (2202)

This certificate is designed for students who are working or who want to work in the field of e-business. Courses include all principles of e-business management including legal, marketing, and management.

Required

Course	Title	Credit Hours
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	Computer Essentials	3
Select course(s) from the Electives List		3-4
Total Credit Hours		24-25

Electives

Course	Title	Credit Hours
ACCT 1100	Introduction to Financial Accounting	4
BUSM 2000	Principles of Management	3
BUSM 2300	Human Resource Management	3
BUSM 2520	Marketing of Services	3
BUSM 2530	Advertising	3