



**E-COMMERCE, WEB DESIGN
AND DEVELOPMENT**

Degree Options:

- Associate of Applied Science
- Associate of Arts/Science

Program Description:

Prerequisite skills needed before beginning this program are: Windows operating system, word processing, & computer literacy.

The applied science degree will help students gain detailed, specific skills needed to quickly enter a vocational field and successfully pursue an occupation where he/she can function effectively in the community. The classes and training provided are designed to match the skills and knowledge needed for specific careers. The applied science degree takes approx. two years to complete but allows the student to select electives and emphasize areas that are of interest or may be needed in a current profession.

The Associate of Science/Arts degree provides the required general education courses to prepare for transfer to a four-year school. Students wishing to continue their education at a four-year university or college should complete the requirements for an Associate Degree, incorporating specific computer and business courses in their elective hours. Students should also consult early in their program with departmental advisors at CEU and at the institution to which they plan to transfer.

ASSOCIATE OF APPLIED SCIENCE

Core Courses

ART 1600	Foundations of Computer Graphics	3
ART 2610	Electronic Image Proc.	4
BCIS 1300	Intro to HTML & Web Page Design	2
BCIS 2300	Advanced HTML and Java Script	2
BCIS 2430	Desktop Publishing	2
BUSN 1091	Business Presentations	3
BUSN 2201	Marketing Concepts	3

BUSN 2211	Introduction to Advertising	2
BUSN 2500	Electronic Commerce	3

General Education Courses

BUSN 1050	Business Mathematics	3
BUSN 2200	Business Communications	3
ENGL 1010	Introduction to Writing	3
Human Relations Course	3
PSY 1010	Intro to Psychology	3
	-or-	
SOC 1010	Intro to Sociology	3

Core Total 39

Multimedia Emphasis

ART 2690	Graphic Art Trends	2
BCIS 1340	Digital Audio-Video Production	3
BCIS 2340	Introduction to Multimedia Authoring	3
BCIS 2441	Advanced Photoshop for Multimedia	3
BCIS 2345	Adv. Multimedia Authoring	3
BCIS 2346	Adv. Multimedia Authoring Lab	2
Electives		9
Emphasis Total		25

E-commerce Emphasis

BCIS 2420	Database I	3
BCIS 2422	Oracle/InterDev	3
BUSN 2010	Financial Accounting	4
BUSN 2202	International Marketing	3
BUSN 2251	Consumer Behavior	3
Electives		9
Emphasis Total		25

Program Total 64

Suggested Electives

ART 1620	Electronic Illustration	3
ART 1600	Foundations of Computer Graphics	3
BCIS 1340	Digital Audio-Visual Production	3
BCIS 2340	Introduction to Multimedia Authoring	3
BCIS 2422	Oracle/InterDev	3

BCIS 2441	Advanced Photoshop for Web Design	3
BUSN 1010	Business Principles	3
BUSN 1110	Survey of Accounting	3
BUSN 2010	Financial Accounting	4
BUSN 2050	Business Law	4
BUSN 2202	International Marketing	3
BUSN 2251	Consumer Behavior	3
Any additional BUSN or BCIS class		2-4
Any general education course		3

PLEASE REFER TO THE CEU GENERAL CATALOG FOR A LISTING OF AA/AS GENERAL EDUCATION COURSES & DEGREE REQUIREMENTS.

For more information contact:

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- OR -

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