

Electronic Commerce Associate in Applied Science Major Code A0171

Program Description

The Electronic Commerce (E-Commerce) Program is designed to introduce students to all aspects involved in the management of an E-Commerce business via the internet. Students will examine the marketing, merchandising, customer service, payment, internalization, shipping, inventory, and legal aspects of Electronic Commerce. Upon successful completion of CGS designated courses the student is eligible to sit for exams which can lead to certificates in CompTIA-Net + and CIW E-Commerce Strategies and Practices. For more information, please contact Business Administration Department at any of the following BC Campuses: Central Campus 954-201-6710, South Campus 954-201-8933, and North Campus 954-201-2360

First Year Term I

**CGS 1060C	Computer and Internet Literacy	3
MAR1011	Principles of Marketing	3
MNA 1821C	Introduction to E-Commerce	3
*ENC 1101	Composition I	3
MAN 2021	Introduction to Management	3
Total Term Semester Hours		15

First Year Term II

*MNA 1822C	Management of E-Commerce	3
CTS1860C	I-Net+	4
MNA 1161	Introduction to Customer Service	3
ACG 2001	Principles of Accounting I	3
SPC 1024	Introduction to Speech Communication or	3
SPC 1600	Introduction to Public Speaking	3
Total Term Semester Hours		16

Second Year Term I

ECO 2013	Principles of Economics I	3
*MNA 2823C	E-Commerce Case Studies	3
*CGS 2843	CIW: E-Commerce Strategies and Practices I	3
Business Elective (choose one)		3
*ACG 2011	Principles of Accounting II	
*ACG 2071	Managerial Accounting	
BUL 2241	Business Law I	
*ECO 2023	Principles of Economics II	
*ECO 2220	Money and Banking	
MKA 1511	Advertising	
MKA 2042	Retailing	
MKA 1021	Salesmanship	
MAR 2141	International Marketing	
FIN 1100	Personal Finance	
Total Term Semester Hours		12

Second Year Term II

*Elective	Mathematics or Science	3
	MAT 1033 Intermediate Algebra	
	MTB 1310 Applied Mathematics	
	MAC 1105 College Algebra or	
	Any three credit Science Course	
Elective	Humanities/Fine Arts Elective	3
OST 2335	Communications in the Workforce	3
Business Elective (Choose One)		3
*ACG 2011	Principles of Accounting II	
*ACG 2071	Managerial Accounting	
BUL2241	Business Law I	
*ECO 2023	Principles of Economics II	
*ECO 2220	Money & Banking	
MKA 1511	Advertising	
MKA 2042	Retailing	
MKA 1021	Salesmanship	
MAR 2141	International Marketing	
FIN 1100	Finance	
Total Term Semester Hours		12

Third Year Term I

*MNA 2824C	E-Commerce Practicum	3
*CSG 2840C	CIW: E-Commerce Strategies & Practices II	4
GEB 2430	Business Ethics	1
Business Elective (choose one)		1
	GRA 1491C Graphic Design Industry	
	HSC 1101C Introduction to Healthful Living	
	OST 1103 Basic Keyboarding	
	OST 2053 Successful Job Search	
	OST 1795 Telecommunications	
Total Term Semester Hours		9
Total Program Semester Hours		64

*Requires a pre-requisite or proper score on placement test. See course description in this catalog or online at www.broward.edu.

**CGS1060C must be completed within the first 15 hours of Broward College coursework.

It is strongly recommended that students see an academic advisor or counselor every term.

