EBUSINESS & ECOMMERCE

Certificate of Achievement
Career/Technical (Major Code: C2457)

Prepares students to conduct retail activities of businesses operating online. Career opportunities include working as a marketing specialist and a social media marketer.

Designed to prepare students to work in the dynamic field of electronic business and commerce. Prepares students to create and maintain a strong business presence on the Web.

Program Student Learning Outcome

- Students will describe and summarize ebusiness solutions to solve and determine current and future business requirements.

Gainful Employment

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that "prepares students for gainful employment in a recognized occupation."

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment (http://swccd.edu/gainfulemployment/).

Code	Title	Units
Required Core [1]		
BUS 134	EBUSINESS I: PRINCIPLES OF ELECTRONIC COMMERCE	3
BUS 143	ESTRATEGIC BUSINESS PLANNING	2
BUS 147	SUCCESSFUL SELLING TECHNIQUES	2
CIS 255	WEB SEARCH ENGINE VISIBILITY	2
Total Units		**9**

Code	Title	Units
Recommended Electives		
ART 192	INTRODUCTION TO DIGITAL IMAGING	3
CIS 152	USING HTML AND CSS TO CREATE WEB PAGES	3
CIS 165	JAVASCRIPT PROGRAMMING	3
CIS 257	WEB 2.0 SOCIAL MEDIA STRATEGIES	3
FTMA 100	EDITING I	3
RA&T 120	RECORDING TECHNIQUES	3.00

[1] This Certificate of Achievement is "stackable." With this certificate plus additional business courses and general education credits, students can earn an Associate in Science Degree in Business Management. Please see the Business Management section of the Southwestern College catalog or a Southwestern College counselor for more information.