

Credential Name: BBA in E-Business Management

UPPER-LEVEL COURSES

Year 3: Advanced Applications: Year 3 provides an advanced focus on the development of professional knowledge, skills, and applications in the field of e-business. Year 3 comprises nine 300-level business courses and one upper-division Arts and Science breadth elective. In particular, BUSI 300: Advanced E-Business and BUSI 301: E-Commerce introduce the professional focus of the program.

Year 3 Term 1

Course	Prerequisites
BUSI 300: Advanced E-Business (3)	ENG 200 and BUSI 220
BUSI 301: E-Commerce (3)	ENGL 200 and BUSI 220
BUSI 305: Digital Marketing and AI (3)	ENGL 200 and BUSI 200
BUSI 330: Operations Management with AI Applications (3)	ENGL 200 and BUSI 220
BUSI 340: Web Analytics (3)	ENGL 200, COMM 237, BUSI 220, and COMM 290

Year 3 Term 2

Course	Prerequisites
BUSI 310: Financial Management (3)	ENGL 200, BUSI 220, BUSI 110 or ECON 103
BUSI 320: Business Law, Internet Law, and Intellectual Property Rights (3)	ENGL 200 and BUSI 220
BUSI 350: Business and Cyber-Ethics (3)	ENGL 200 and BUSI 220
BUSI 360: Database Management and Cyber-Security (3)	ENGL 200, BUSI 220, and COMM 237
One Upper-Division Elective Arts and Science (3)	

Year 3 Credit Subtotal: 30

Year 4: Advanced Management Strategies: Year 4 focuses on advanced management strategies and analytical decision-making across e-business operations. Year 4 comprises nine mandatory, advanced business courses and one upper-division Arts and Science breadth elective. BUSI 400: E-Marketing Management and Strategy, and BUSI 401: Customer Relationship Management (CRM) are specialized highlights of the program. Ultimately, BUSI 450: Capstone: Portfolio and Applied Research provides a vital opportunity for reflection on and demonstration of professional growth and development.

Year 4 Term 1

Course	Prerequisites
BUSI 400: E-Marketing Management and Strategy (3)	BUSI 300, BUSI 301, BUSI 305 and BUSI 340
BUSI 401: Customer Relationship Management (3)	BUSI 300, BUSI 301, and BUSI 340
BUSI 410: Supply Chain Management and Logistics (3)	BUSI 330
BUSI 430: Business Analytics (3)	COMM 290 and BUSI 340
BUSI 445 Advanced Business Research (4)	BUSI 210 and BUSI 305

Year 4 Term 2

Course	Prerequisites
BUSI 405: Strategic Management (3)	BUSI 330
BUSI: 425 Digital Finance and AI (3)	BUSI 220, ECON 105, BUSI 310
BUSI 440: Global Business Management (3)	BUSI 330
BUSI 450: Capstone: Portfolio and Applied Research (4)	107 program credits with a minimum cumulative GPA of 2.00, including BUSI 400 and BUSI 445
One upper-Division Elective Arts and Science (3)	

Year 4 Credit Subtotal: 32