

Grayson College Course Catalog

Overview

Helping small businesses develop their presence in the electronic marketplace is the focus of this unique program. Students learn the skills necessary to manage a small business, oftentimes a home-based business. This program includes courses in Web Design Tools, Interface Design, Introductory Database, and Project Analysis & Design as well as courses in Marketing, Economics, Business, Computer Science, and communication.

Students can complete three levels of training:

- Web Based Small Business Foundation Certificate (18 credit hours)
- Web Based Small Business Development Certificate (33 credit hours)
- Web Based Small Business Development Associate of Applied Science Degree (60 credit hours)

AAS Degree Requirements

Associate of Applied Science Degree - Web Based Small Business Development

*Please review your Student Planner or contact your Student Success Coach/Faculty Mentor to review which courses may be used to fill this degree requirement.

Subject	Semester Hours
COSC 1301 (Intro to Computer Science)	3
IMED 1341 (Interface Design)	3
BUSG 1304 (Financial Literacy)	2
BUSI 1301 (Business Principles)	3
ENGL 1301 (Composition I)	3
ITSC 1309 (Integrated Software Applications)	3
BUSG 1302 (E-Business Management)	3
MATH 1314 (College Algebra) or MATH 1324 (Precalculus for Business)	3
MRKG 1302 (Principles of Retailing)	3
IMED 1316 (Internet Web Page Design I)	3
ACNT 1303 (Intro to Accounting I) or ACNT 2301 (Principles of Financial Acct.)	4
* ECON 2301 (Principles of Microeconomics) or ECON 2302 (Principles of Macroeconomics)	3
MRKG 1311 (Principles of Marketing)	3
ARTS 1301 , HUMA 1301 , PHIL 1301	3
BUSG 2309 (Small Business Management)	3
ITSW 1307 (Introduction to Database)	3
COSC 1336 (Program Fundamentals I) or ITSE 2317 (Java Programming)	3
SPCH 1311 , SPCH 1321 , or ENGL 2311	3
MRKG 2333 (Principles of Selling)	3
IMED 2313 (Project Analysis and Design- Capstone)	3
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	60

*Please review your Student Planner or contact your Student Success Coach/Faculty Advisor to review which courses may be used to fill this degree requirement.

Certificate Degree Requirements

Web Based Small Business Development - Certificate

Subject	Semester Hours
COSC 1301 (Intro to Computer Science)	3
BUSG 1304 (Financial Literacy)	3

IMED 1341 (Interface Design)	3
BUSI 1301 (Business Principles)	3
ITSC 1309 (Integrated Software Applications)	3
BUSG 1302 (E-Business Management)	3
MRKG 1302 (Principles of Retailing)	3
IMED 1316 (Internet Web Page Design I)	3
MRKG 1311 (Principles of Marketing)	3
IMED 2313 (Project Analysis and Design - Capstone)	3
BUSG 2309 (Small Business Management)	3
	33

Web Based Small Business Foundation - Certificate

Subject	Semester Hours
COSC 1301 (Intro to Computer Science)	3
MRKG 1311 (Principles of Marketing)	3
IMED 1341 (Interface Design)	3
BUSI 1301 (Business Principles)	3
ITSC 1309 (Integrated Software Applications)	3
BUSG 1304 (Financial Literacy)	3
	18

IMED 1341 - Interface Design

Interface design process including selecting interfaces that are relative to a project's content and delivery system. Emphasis on aesthetic issues such as iconography, screen composition, colors, and typography.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 1.0

IMED 2313 - Project Analysis and Design

Application of the planning and production processes for digital media projects. Emphasis on copyright and other legal issues, content design and production management. Capstone Course.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 2.0
Lab hours: 3.0

ITSE 1301 - Web Design Tools

Designing and publishing Web documents according to World Wide Web Consortium (W3C) standards. Emphasis on optimization of graphics and images and exploration of the tools available for creating and editing Web documents.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 1.0

IMED 1316 - Web Design I

Instruction in web design and related graphic design including mark-up languages, and browser issues.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 2.0
Lab hours: 4.0

ITSE 2317 - Java Programming

Java programming for applications and web applets.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Lab hours: 1.0

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Grayson College

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