

E-Commerce Development

(Name)
(Address)
(e-mail)
(Phone)
(Student ID number)

Student Adviser:
(Name)
(Department)
(Title)
(e-mail)
(Phone and campus address)

Date

Over the past five to six years, E-commerce has changed the face of business and is currently the fastest growing industry in the world. I became interested in this industry while working as an intranet content specialist at Zions Bank. Currently, my goals are to acquire the skills necessary to market myself as a fully qualified corporate E-commerce development team manager and freelance web developer. I would also like to create my own e-commerce enterprise. In order to fulfill these goals I need to be broadly educated in a range of areas, which include; graphic layout and design, technical development and business management and marketing. Although this skill set is an industry standard, courses, which cover this material at the University of Utah are scattered amongst various degree programs found within the colleges of Communications, Fine Arts, Computer Science and Business. Consequently, it is impossible to acquire all of these skills through a traditional major and minor combination. The following degree program outlines how my educational needs could be met through the University of Utah, University Studies Program.

My proposed E-commerce Management Degree will consist of three course modules, which correspond to the skills I wish to develop. Each of these modules include carefully selected courses, which emphasize different aspects of each skill set. The following titles represent these modules:

- Visual Design and Layout
- Computer Programming and Technical Skills Development
- Principles of Marketing and Management

The Visual Design Module focuses on the critical need for cohesive and deliberate graphic design and layout when communicating information to a visual audience. Because E-commerce relies almost exclusively on visually communicating ideas and products to it's audience, an understanding of visual design principles is crucial to producing effective web content. The courses selected for this module will fulfill these requirements by exploring aspects of effective web design, cutting edge design techniques, the visual editing process and a host of arts technology development tools.

A thorough knowledge of web integrated programming languages and production tools are essential for developing professional E-commerce web sites. The Computer Programming and Technical Skills Development module focuses on the computer programming and technical skills, necessary to create interactive web content, database driven web applications and to develop E-commerce business solutions. Although the courses in this module will not provide the comprehensive set of skills needed to completely engineer and maintain an entire high level E-commerce venture, it will provide the technical foundation needed to lead a development team. It will also prepare the foundation needed to successfully complete non-credit technical certificate programs, which I will seek to supplement my undergraduate studies.

The courses selected for the Management and Marketing skills module focus on the fundamental skills required to manage and market a small and/or entrepreneurial E-business. These skills are needed to market myself as a manager in the field of E-commerce and to guide my future entrepreneurial ventures. The fundamentals of accounting, management and marketing are covered through this module's course outline.

The senior project will integrate the skills and knowledge obtained within these three modules. First, I will create an E-commerce business plan, which will include searching for viable business ideas, possible financial backing and evaluating accounting, financing and human resource management issues. I will use the obtained information to write a detailed business proposal, which I will submit to my faculty advisor for review. Finally, I will apply the plan by designing and engineering a corresponding E-commerce web site.

I feel that by completing the prescribed program I will be able to meet my goal of successfully marketing myself as a qualified corporate E-commerce project manager and freelance web developer, in addition to developing my own E-business. Thank you for your consideration.

Major Emphasis Credit Hours					
CODE	COURSE#	TITLE	DEPARTMENT	CREDIT HOURS	COHORT NAME
	1020	Intro to Programming in C++	CP SC	3	Programming Skills Development Module
	1021	Intro to Programming in Java	CP SC	3	
c	1040	Creating Interactive Web Content	CP SC	3	
c	4410	Information Systems	ACCTG	3	
	4420	Database Fundamentals	ACCTG	3	
	4440	Hardware/Software	ACCTG	3	
	3510	Introduction to Web Design	COMM	3	Visual Design Module
	4570	Visual Editing	COMM	4	
	5510	Advanced Web Site Design	COMM	3	
	5570	Advanced Visual Editing	COMM	4	
c	2000	Computers and the Arts	ART	3	
c	3000	Intro:Net-Designing for the Web	ART	4	
	3190	Computer Animation Production	ART	4	
c	3700	Intro to Digital Imaging: Tools and Methods	ART	4	
	5100	Interactive Media Design	ART	4	
+	1010	Foundations of Business Thought	MGT	3	Marketing and Management Skills Module
+	2610	Survey of Accounting I	ACCTG	3	
+	2620	Survey of Accounting II	ACCTG	3	
+	3010	Principles of Marketing	MRKTG	3	
	4300	Internet Marketing	MRKTG	3	
	4560	Small Business Management	MGT	3	
c	4770	Consumer Behavior	MRKTG	3	
	4840	International Marketing	MRKTG	3	
	5770	Innovation and Entrepreneurship	MGT	3	
	3620	Independent study	ACCTG	3-5	Thesis Project

Total major-emphasis credit hours 83

Total hours above the 4000 Level 39

LIBERAL EDUCATION REQUIREMENTS (QUARTERS)					
CODE	COURSE #	COURSE TITLE	DEPARTMENT	CREDIT HOURS	REQUIREMENT FULFILLED
+	2070	Wheel Thrown Pottery	ART	4	FINE ARTS
+	1000	Intro to the Visual Arts	ART	3	
	1040	Basic Design	ART	3	
+	1100	Problems in Human Values	LB ED	3	HUMANITIES
+	3180	Communication and Social Behavior	COMM	3	
+	1010	Intro to Philosophy	PHIL	3	
+	1340	Architecture of the Earth	LB ED	3	SCIENCE
+	2311	Archaeology	ANTHR	3	
	2300	Bits & Bytes of Physics: An Introduction to Digital, Audio & Video	PHYCS	3	
+	1050	Family and Human Development	FCS	3	SOCIAL SCIENCE
+	1010	Intro to Sociology	SOC	3	
+	1010	Business Foundations I	MGT	3	
GRADUATION REQUIREMENTS					
CODE	COURSE #	COURSE TITLE	DEPARTMENT	CREDIT HOURS	REQUIREMENT FULFILLED
+	1100	American National Government	POL	3	AMERICAN INSTITUTIONS
+	1120	Intro-College Writing II	WRTG	3	WRITING
+	1050	College Algebra	MATH	3	B.S. MATH

OTHER COURSE WORK

CODE	COURSE #	COURSE TITLE	DEPARTMENT	CREDIT HOURS
+	1010	Elements of Speech Communication	COMM	3
+	2610	Career Life Planning	ED PS	3
+	1100	Weight Training Elementary	CSS	1
+	1110	Weight Training Intermediate	CSS	2
+	1450	Racquetball Elementary	CSS	1
+	1240	Volleyball Intermediate	CSS	2
+	2600	Sports in American Society	LB ED	3
+	3111	Research Methods	SOC	3
+	3020	Social Psychology	SOC	3

Courses Hours by Department:

Accounting	15
Anthropology	3
Art	29
Communication	20
Computer Science	9
College of Sports Science	6
Educational Psychology	3
FCS	3
Liberal Education	9
Management	9
Marketing	12
Math	3
Philosophy	3
Physics	3
Political Science	3
Sociology	9
Writing	3
Independent Study	5

Total Courses Yet to be Completed for Graduation: 52

Total Upper Division Courses (3000 level and above): 63

Total Credit Hours for Graduation: 147