

Digital Commerce - Bachelor of Science in Commerce

For information, contact the Department of Commerce at Voice of America Learning Center Room 117, (513) 785-7706.

Commerce is the broad system of organizations producing goods and services for their markets to satisfy their stakeholders. The Bachelor of Science in Commerce, Digital Commerce major includes courses that prepare students to work in Digital Commerce positions with a focus on the needs of small businesses. Students cannot double major in Digital Commerce and any other B.S. in Commerce majors.

Program Requirements

Code	Title	Credit Hours
Commerce Core		
CMR 101	Introduction to Accounting I	3
CMR 105	Introduction to Marketing	3
CMR 108	Introduction to Business Law	3
CMR 111	Introduction to Management I	3
CMR 207	Management Planning and Control	3
CMR 211	Economics for Commerce	3
CMR 244	Introduction to Global Business	3
CMR 282	Computer-Based Business Analysis	3
CMR 302	Financial Information for Managers	3
CMR 495	Strategic Management for Commerce	3
STA 261	Statistics	4
Digital Commerce Major		
CMR 242	Management of Small Business Operations	3
CMR 286	Digital Commerce	3
IMS 392 or CMR 281	Content Marketing Digital Media & Organizational Communication	3
IMS 414 or CMR 285	Web and Social Media Analytics Business Information Management	3
CMR 341	Internet Marketing	3
CMR 449	Senior Practicum in Digital Commerce	3
Total Credit Hours		52