Electronic Business Design (eBizD) Minor Career Pathways

**e-Business**
- **e-Business Analysis**
  - Analyze, research and create Web-enabled solutions for business challenges
  - **Job Titles**: e-Business Analyst, Web Systems Analyst
- **e-Business Consulting**
  - Provide specialized solutions for distinct e-business challenges; analyze and offer specific improvements to targeted business processes
  - **Job Titles**: Consultant, Web Consultant, e-Business Consultant
- **e-Commerce Development**
  - Design, develop, and maintain secure e-commerce applications and websites; provide encrypted online transaction processing for e-shopping and ensure secure connections
  - **Job Titles**: e-Commerce Developer

**Web Development**
- **Web Applications Development**
  - Develop and design Web applications for targeted organizational requirements; create Web 2.0 and Rich Internet Applications to meet business needs
  - **Job Titles**: Application Developer, Web 2.0 Specialist
- **Web Design**
  - Develop websites for specific business contexts; create and design graphical themes, wireframes and other planning documents
  - **Job Titles**: Web Designer, Web Developer, Webmaster

**Web Portal Administration**
- **Web Portal Architecture**
  - Research, analyze, create and implement solutions to better present and organize Web offerings; organize and categorize content and structures for effective and efficient websites
  - **Job Titles**: Information Architect, Web Planner, Web Project Manager
- **Web Portal Content Management**
  - Manage and maintain Content Management Systems and Web Portals to meet business and customer needs, as well as organizational processes
  - **Job Titles**: CMS Manager, CMS Specialist, Web Portal Manager, Web Portal Specialist

**Web Management**
- **Web Security**
  - Assess, integrate and monitor secure solutions into new and existing Web offerings; protect crucial business assets and processes from harmful attacks; develop secure Web policies and procedures
  - **Job Titles**: Web Security Specialist, Web Security Architect
- **Web Performance Management**
  - Supervise and maintain Web offerings within specific business contexts
  - **Job Titles**: Web Manager, Web Analytics, Web Services, Web Product Manager

*The Career Center
Haworth College of Business
Western Michigan University*