



Business, Marketing, Finance, IT & Media Curriculum for Higher Education

Introducing iCEV, an online platform revolutionizing the way CEV Multimedia produces and delivers high quality, multimedia-based educational material!

- A 21st century alternative to the traditional textbook.
- Create a personalized learning environment with customizable curriculum.
- Allow us to tailor iCEV to your current course with syllabi correlations.
- Cover a wide variety of topics with our extensive library of over 50,000 minutes of multimedia content.
- Engage students with interactive coursework and assessments.
- Save valuable time with our advanced, automatic grading system.



Available Course Material

Computer Technologies

- Computer Networks
- Computer Worms & Viruses
- Building & Maintaining a Website
- Computer Basics
- Computer Programming
- Data Mining
- E-Issues
- Internet Basics
- Keyboarding
- Online Communities
- Touch System Data Entry
- Web Ethics & Safety
- Workplace Technology

Finance

- Accounting for Business Stability
- Accounting Industry
- Banking Products & Services
- Borrowing Basics
- Cost of Education & Training Economics
- Employee Compensation Components
- Financial Literacy
- Financial Statement Analysis
- Financial Statements & Recordkeeping
- Inventory
- Personal Finance
- Personal Financial Planning
- Retirement & Estate Planning
- Saving & Investment Strategies

Career Guidance

- Career Planning
- Interview Preparation
- Interview Process
- Job Applications
- Jobs, Careers & Education
- Job Search Techniques
- Personal & Professional Development
- Portfolio Development
- Résumé Creation
- Skills for Real World Survival
- Workplace Issues

Media

- Animation Industry
- Audio Production
- Critiquing Artistic Designs & Media
- Design & Layout Principles
- Entrepreneurship in Design Careers
- Graphic Design Basics
- Photography for Designers
- Video Production

Business

- Business Cycle & Growth
- Business Finance
- Business Law
- Business Management
- Business Plans
- Business Practices
- Business Research
- Business Workflow
- Communication Practices
- Conflict Management
- Cultures of International Business
- Customer Service
- E-Commerce in Business
- Ethics in Business
- Human Resources
- International Business
- Managing Diversity
- Organizational Structures
- Professional Communications
- Taxes & Government Regulations
- Trade & Environmental Regulations
- Virtual Business
- Vision & Mission Statements
- Well-Designed Workplace

Marketing

- Advertising
- Branding
- Distribution
- Entertainment Marketing
- Entrepreneurship
- Evaluating the Competition
- Fashion Marketing
- Fundamentals of Marketing
- Marketing Information Management
- Marketing Research
- Merchandising
- Pricing Concepts
- Processing Returns, Payments & Exchanges
- Product Life Cycle
- Product/Service Management
- Promotional Mix
- Promotional Processes in Marketing
- Public & Community Relations
- Retailing & E-Tailing
- Sales Transactions

Business Computer Applications

- Introduction to Microsoft® Office
- Microsoft® Access
- Microsoft® Excel
- Microsoft® Outlook
- Microsoft® PowerPoint®
- Microsoft® Word