

B.Sc. (Hons) E-Commerce

The B.Sc. (Hons) E-Commerce is a three-year full-time programme. The programme is designed to produce graduates who are up to date with the e-applications used in the industry and who can meet the increasing demand for professionals with an understanding of the role of e-commerce in business. It effectively integrates business and commerce with electronic interchange and the Internet with a focus on using computers to facilitate e-business processes and developing business opportunities.

Admission Requirements

The qualifications required for admission are 2 Passes at GCE (Advanced Level) Examination and 5 Passes inclusive of 2 Credit Passes for English and Mathematics at GCE (Ordinary Level) Examination, **or** successful completion of the APIIT Foundation Programme. Those with additional qualifications may receive advanced entry to higher levels of the programme. (Please contact Student Admissions Office for details.)

Programme Structure

A diverse range of teaching strategies including case studies, video presentations and project work is employed to achieve the learning objectives. These are intended to develop students' knowledge and skills and their ability to identify and solve real world problems. Students are also trained to work efficiently in a group or independently in a disciplined and structured environment.

Students are required to undertake an e-commerce project as part of the training. In the project, students will conduct research into the unique business framework, techniques and technologies which underpin e-commerce applications. They will then propose a business model and translate this model into a prototype solution in a simulated setting.

Level 1 (Diploma)

The Level 1 (Diploma) is a one-year full-time programme. Level 1 comprises the following modules:

- Multimedia Applications
- Computer Systems Architecture
- Systems Analysis & Design
- Software Development Project
- Numerical Methods & Logic
- Operating Systems
- Databases & Data Structures
- Java Programming
- Visual Basic .NET
- Telecommunications
- Problem Solving & Program Design Using C
- Networks and Networking

Level 2

The Level 2 is a one-year full-time programme. Level 2 comprises the following modules:

- Business Forecasting & Planning
- User Centred Systems Development
- Management & Planning
- Web Applications
- Networking & Security
- Human Computer Interaction & Usability
- Database & Web Database Systems
- Marketing & Practice

Level 3 (Degree)

The Level 3 is a nine-month full-time programme. Level 3 comprises the following modules:

- Critical Issues in Managing Information Systems in Organisations
- Strategic Entrepreneurship & Innovation
- E-Com Systems: Strategies & Management
- Interactive & E-Marketing
- Enterprise Web Applications
- E-Com Project

Career Opportunities

Graduates will be able to enter the employment market with the advantage of strong technical skills in developing commercial Internet applications dealing with trading over the web, or facilitating the use of electronic data interchange in central and local government.



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