

### programme Specification 課程規範

Awarding Body/Institution 頒授機構	Macao Polytechnic Institute
Teaching Unit 教學單位	Macao Polytechnic Institute
Endorsement in the Official Gazette 政府公報批示	42/2010
Name of Final Award and programme Title 最終學位及課程名稱	Bachelor of E-Commerce
Name of Interim Award(s) 過渡學位名稱	n/a
Duration of Study/Period of Registration 學習期限/註冊期限	4 years
MPI programme Code 理工課程編號	4LEDI
FHEQ Level of Award FHEQ 學歷水準	6
programme Accredited by 專業認可機構	ICECC (USA)
Responsible School 負責學校	School of Business

Schools which will also be involved in teaching part of the programme 課程教學涉及的其他學校

School of Languages and Translation, MPI-Bell Centre of English

Institution(s) other than Macao Polytechnic that will provide some teaching for the programme  
為課程提供教學除理工以外的其他機構

#### programme Outline 課程簡介

The E-Commerce degree programme consists of 4 year full-time study, totalling 144 hours of contact (credits). Each year has two semesters, and each semester has six 3-credit courses to deliver in the first three years. In the fourth year each semester has four 3-credit courses and a 6-credit graduation report for both semesters. The first two years of study are primarily intended to provide students with knowledge of generic skills (herein known as general or broad-based knowledge) and core business knowledge to all business students, including E-Commerce students. The third year of study is to provide mainly knowledge of E-Commerce related concepts and skills, and the fourth year consists of E-Commerce related courses and a capstone project that integrates knowledge and skills learnt.

Year 1 Objective: To build up a solid foundation by learning social and business knowledge expected to be possessed by business professionals in general.

Year 2 Objective: To gain understanding of the "how" businesses operate and E-Commerce related basic skills and concepts are also gradually introduced.

Year 3 Objective: To extend the skill sets that senior E-Commerce professionals must possess to function effectively within digitised business environment.

Year 4 Objective: To provide knowledge that could pave the way for students to advance to senior level E-Commerce professional.

### Objectives of the programme 課程目標

This programme is designed to prepare students for a career in E-Commerce or related field, and become effective E-Commerce professionals within dual disciplinary environments. The objective of this programme is to provide a well balanced foundation of knowledge in both Business and IT disciplines as well as develop the skill sets specific to contemporary E-Commerce Professionals.

### What Will You be Expected to Achieve 期望達到的成效

Upon completion of the four years study plan the student will be able to:

1. Explain E-commerce technologies, standards and processes which are required to implement and deploy commercial applications.
2. Match and apply e-commerce business models to organisational problems' resolution and for exploiting opportunities.
3. Recognise and understand the impacts and implications of E-commerce use on organisational performance and strategy.
4. Conduct a system analysis and design of e-commerce applications that includes but not limited, to system requirements analysis, feasibility and risk analysis, system architecture, and security designs.
5. Perform all the necessary IT and web technologies including programming and system integration using state of the art Integrated Development Environments tools to construct and manage the necessary Web sites.
6. Conduct a comprehensive project management for E-commerce projects. This will include develop a business plan for E-commerce start up companies, define and plan its implementation, executing, and delivering the project.

### Academic Content 學術內容

A1	Explain E-commerce technologies, standards and processes which are required to implement and deploy commercial applications.
A2	Match and apply e-commerce business models to organisational problems' resolution and for exploiting opportunities.
A3	Recognise and understand the impacts and implications of E-commerce use on organisational performance and strategy.

### Disciplinary Skills- able to 學科技能

B1	Conduct a system analysis and design of e-commerce applications that includes but not limited, to system requirements analysis, feasibility and risk analysis, system architecture, and security designs.
B2	Perform all the necessary IT and web technologies including programming and system integration using state of the art Integrated Development Environments tools to construct and manage the necessary Web sites.
B3	Conduct a comprehensive project management for E-commerce projects. This will include develop a business plan for E-commerce start up companies, define and plan its implementation, executing, and delivering the project.

### Attributes 特徵

C1	To learn continuously within academia and beyond and to employ relevant information and knowledge in understanding different contexts.
C2	To acquire research skills and values which can provide different approaches to problem solving and decision making in a business context.

C3	Develop knowledge and analytical skills that are transferable to employment including negotiation and communication skills.
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#### How Will You learn? 如何學習

Depending on the purpose of each course's intended learning outcomes, the teaching methodology employed varies. They can be classified into a mix of the following teaching activities:

- Lecture
- Tutorial
- Assignment
- Group project
- In-class Q&A discussion and quiz
- Laboratory exercise and coaching

One-way communication which mainly employs lectures, tutorials and illustrations is considered to be effective for theories, concepts, and new knowledge related courses. Two-way or interactive communication is used in tutorial discussions. In-class Q&A discussion and quiz, laboratory exercise and coaching are used to build up logical thought and then analytical work. These teaching methods are and will be used throughout the programme structure as the instructors see fit in delivering expected outcomes of the programme.

#### How Will You Be Assessed? 如何評核

To ensure effective learning of course materials, students of the E-Commerce programme are assessed, in general, on an ongoing basis as they are learning, and will be examined comprehensively at the end of each course. Basically, the assessing methodology includes term tests (written or laboratorial), assignments and projects, and final examination (written or laboratorial), depending on individual course requirements. Assessments are designed in accordance with the programme goals to achieve certain desirable outcomes as a result of training under the programme. This includes course knowledge, logical thinking and analysis ability, ethics and social obligation, business and IT knowledge, team building knowledge and skills, language and communication skills, contemporary E-Commerce knowledge and application skills expected to be possessed by the E-Commerce profession.

#### Academic Year of Study 1 第1學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Principles of Accounting I	ACCT1100	3	compulsory	1	
Principles of Accounting II	ACCT1110	3	compulsory	1	
Introduction to Business	BUSS1100	3	compulsory	1	
Principles of Management	BUSS1110	3	compulsory	1	
Business Software Applications	COMP1100	3	compulsory	1	
Business Computing with Internet Applications (EC)	COMP1120	3	compulsory	1	
Microeconomics	ECON1100	3	compulsory	1	
Macroeconomics	ECON1110	3	compulsory	1	
English I	ENGL1101	3	compulsory	1	
English II	ENGL1102	3	compulsory	1	
Putonghua I *	MAND1101	3	elective	1	

Putonghua II *	MAND1102	3	elective	1	
French I *	FREN1101	3	elective	1	
French II *	FREN1102	3	elective	1	
Japanese I *	JAPN1101	3	elective	1	
Japanese II *	JAPN1102	3	elective	1	
Portuguese I *	PORT1101	3	elective	1	
Portuguese II *	PORT1102	3	elective	1	

#### Academic Year of Study 2 第2學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Introduction to programming	COMP2120	3	compulsory	2	
Introduction to Information Technology and E-Commerce	COMP2130	3	compulsory	2	
Web Application Development	COMP2140	3	compulsory	2	
English III	ENGL2101	3	compulsory	2	
English IV	ENGL2102	3	compulsory	2	
Business Finance	FINA2120	3	compulsory	2	
Business Law	LLAW2120	3	compulsory	2	
Business Mathematics	MATH2100	3	compulsory	2	
Business Statistics	MATH2110	3	compulsory	2	
Principles of Marketing	MRKT2100	3	compulsory	2	
Complete 2 subjects from the following electives:					
Environmental Management System	BUSS0131	3	elective	2	
Communication	COMM0110	3	elective	2	
Macao History and Culture	HIST0110	3	elective	2	
Macao Basic Law	LLAW0120	3	elective	2	
Introduction to International Relations	MGOV0110	3	elective	2	
Introduction to Public Administration	PADM0120	3	elective	2	
Introduction to Philosophy	PHIL0110	3	elective	2	
Introduction to Psychology	PSYC0110	3	elective	2	
Interpersonal Skills	SOCI0110	3	elective	2	
Introduction to Sociology	SOCI1130	3	elective	2	

#### Academic Year of Study 3 第3學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Business Ethics	BUSS1120	3	compulsory	3	
System Analysis and Design	COMP3120	3	compulsory	3	
E-Commerce Infrastructure	COMP3130	3	compulsory	3	
Database Management	COMP3140	3	compulsory	3	
E-Commerce Website Construction and Management	COMP3150	3	compulsory	3	
E-Business Applications	ECOM3120	3	compulsory	3	
Supply Chain Management	ECOM3130	3	compulsory	3	
Business Intelligence	ECOM3140	3	compulsory	3	
E-Commerce Project Management	ECOM3150	3	compulsory	3	
Research Methodology in E- Commerce	ECOM3160	3	compulsory	3	
English V	ENGL3101	3	compulsory	3	
English VI	ENGL3102	3	compulsory	3	

#### Academic Year of Study 4 第4學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Internet Marketing	ECOM4120	3	compulsory	4	
E-Commerce Entrepreneurship	ECOM4130	3	compulsory	4	
Selected Topics in E-Commerce	ECOM4140	3	compulsory	4	
Electronic Finance Systems	ECOM4150	3	compulsory	4	
E-Commerce Regulatory Environment	ECOM4160	3	compulsory	4	
E-Commerce Strategy	ECOM4170	3	compulsory	4	
English VII	ENGL4101	3	compulsory	4	
English VIII	ENGL4102	3	compulsory	4	
Graduation Report I	MGPO4100	6	compulsory	4	
Graduation Report II	MGPO4110	6	compulsory	4	

#### What Are the Entry Requirements? 入學條件

1. Secondary School Graduates(Form 6), or According to article 28 of the Higher Education Law of RAEM, article nº 9, applicants of age 25 or above and with special ability conditions, need not comply with the above mentioned point 1. Upon successful completion of the entrance examination, the applicant will be eligible to further his/her studies in a higher diploma programme offered by MPI. All those who complete 25 years of age before September 1st will also be eligible to participate in the entrance examination.  
(Note: According to article 4 of Decree-Law 26/2003, the participants who have completed their secondary studies out of Macao, need the recognition of MPI's Academic Qualification Recognition Committee before they are eligible to register.)
2. Have passed the medical examination.

#### How Do We Listen and Act on Your Feedback? 如何聽取及回應學生的回饋

(1) A student tutoring system is set up to listen and help students for students of each school year; (2) Weekly office hours are available for consultation and advice; (3) School level and programme level dialogs are/and will be held each semester. Information and opinions from these sources will be channelled back to the School Director and/or Coordinator for meetings to discuss possible solutions and improvements.

#### Academic Support 教學支援

Other than soliciting student feedback as described above, tutoring and office hours are also used to coach for their academic difficulties. In addition, there are many other student supports: English writing clinics on a weekly basis; Scholarship opportunities; coaching and training for competition at school and national levels; new student orientation meeting with handbook and handouts; e-learning platform for communication between teachers and students online; access to e-journal and periodical subscriptions; Wi-Fi campus and computer labs, etc.

#### programme-specific Rules and Facts 課程特定的規則及內容

N/A

#### Specific Support for Disabled Students 對於殘障學生的特殊支援

Macao Polytechnic Institute has in place an institution-wide policy to ensure that all student needs are taken care of and a supportive and accessible learning environment is maintained. When cases of special needs are notified or identified, special arrangements are made on a case-by-case basis with the joint effort of the programme and several student support services of the Institute, such as the Registry, the Student Affairs Office, the Computer Services Centre, etc. to provide the necessary support.

#### Links With Employers, Internship Opportunities and Transferable Skills 與僱主關係、實習機會及可轉移技能

Each semester, the school of business has arranged various types of extra-curricular activities to invite professional bodies, professionals and senior level business executives to share their experience to attending students. At the end of each school year, the school has hosted meeting with its industrial advisory board to discuss and solicit needs of the businesses, and training opportunities.