

传授全面的电子商务基本策略、  
技术和应用程序。

*Provides students with a comprehensive introduction to the  
underlying strategies, technologies and applications of E-Commerce.*



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## 精明产业行政 电子商务与数码营销

SMART INDUSTRIAL ADMINISTRATION  
E-Commerce and Digital Marketing (SIEDM)

- » 80% 实践训练  
80% Practical Skills
- » 20% 理论  
20% Theory
- » 2+1 课程  
2+1 Learning
- » 16岁以上即可报读, 无需入学资格  
Entry Requirement: 16 Years Old & Above
- » 教学媒介语以中文为主, 英文为辅  
Medium of Instruction: Chinese & Simple English

# 2+1 年课程

## Years Course

- 通过管理、材料、工程技术及产业组织相关的科目，提供该领域的业务和技术方面的知识。  
To provide both the business and technical sides of this field through courses in management, materials, engineering technology and industrial organization.
- 为学生提供开发与管理大型公司业务繁忙的电子商务部门所需的知识与技能。  
To provide participants with the skills required to develop and manage a thriving e-business or e-commerce department of a larger business.
- 传授人工智能(AI)及工业机器人等自动化技术以提高生产力。  
To apply automation technologies such as Artificial Intelligence (AI) and Industrial Robotic to increase industrial productivity.

为期两年的精明产业行政(电子商务与数码营销)课程传授全面的电子商务基本策略、技术和应用程式。本课程也探讨业务模型、技术流程及相关协议、企业内部系统、跨企业系统以及电子商务应用程式，包括供应链管理、客户关系和商业智能。  
The two-year Vocational Course in business industrial administration course which specialized in E-Commerce and Digital Marketing provides students with a comprehensive introduction to the underlying strategies, technologies and applications of E-Commerce. The course explores business models, technology processes and protocols, enterprise-wide and inter-enterprise systems and e-Business applications, including the management of supply chains, customer relationships and business intelligence.

### 学生将学习 / Students will learn and be able to:

- 如何应用人工智能(AI)及工业机器人以提高生产力。  
Learn how to apply Smart or automation technologies such as Artificial Intelligence (AI) and Industrial Robotic to increase industrial productivity.
- 分析全球商业环境(例如“一带一路”)如何助力电子商务的成功应用。  
Analyze global business environments (such as “The Belt and Road”) conducive to successful application of e-commerce.
- 调研并分析用于构建复杂电子商务解决方案的系统与技术。  
Investigate and analyze systems and technologies used to deploy complex e-commerce solutions.
- 如何创建、维护和优化电子商务网站，包括所有重要的登陆网页、用户友好导航和购物车。  
How to create, maintain, and optimize a successful e-commerce site, including the all-important landing page, user-friendly navigation, and the shopping cart.
- 研究和分析各种系统和技术以便解决电子商务的方案。  
Demonstrate communication skills to present a clear, coherent and independent exposition of knowledge and ideas in dealing with e-commerce clients.
- 与电子商务客户洽谈时，展现清晰、一致及蕴含个人知识与见解的沟通技巧。  
Investigate and analyze systems and technologies used to deploy complex e-commerce solutions.
- 如何在商业和电子商务中利用新模式以提高盈利能力。  
How to leverage new models in business and e-commerce to increase profitability.
- 如何编写商业计划书、在线买卖商品或服务，并与市场营销和业务伙伴合作，确保投入和产出有利可图。  
How to write business plans, buy and sell goods or services online and collaborate with marketing and business partners to ensure profitable input and output.
- 成功的社交媒体和数码营销技术。  
Successful Social media and digital marketing techniques.
- 数码营销和电子商务方法的现实应用。  
Real-world application of digital marketing and e-commerce methods.
- 如何更有效和更高效地销售产品。  
How to market products more effectively and efficiently.
- 使用会计程序软件例如(SQL Accounting,AutoCount等)，以准确、专业及清晰的方式呈现账目。  
Using computerized accounting software such as (SQL Accounting, AutoCount, etc.) to produce accurate, professional and well-presented accounting information employing an appropriate range of accounting procedures.

## 课程内容 / Course Outline

### YEAR 1 第一学年

#### 第一学期 / Semester 1

- 电脑会计与簿记  
Computerized Accounting & Book-Keeping
- 产业管理原理  
Principles of Industrial Management
- 工业4.0概论  
Introduction to Industry 4.0
- 电子商务与金融科技概论  
Introduction to E-Commerce and Financial Technology
- 实用ICT技能  
Practical ICT Skills
- 职场英语(1)  
Workplace English communication (1)

#### 第二学期 / Semester 2

- 电脑库存与结算  
Computerized Inventory and Billing
- 行政技能:存档系统与记录管理  
Administrative Skills: Filing systems and records management
- 以智能机器人进行高素质客服管理  
Manage Quality Customer Service with Robotics
- 电子商务设计技能:数字成像与DTP  
E-Commerce Design Skills: Digital Imaging & DTP
- 行政技能:办公程序与操作  
Administrative Skills: Office Procedures and Operations
- 财务规划  
Financial Planning

#### 第三学期 / Semester 3

- 电脑薪资计算  
Computerized Payroll
- 行销概论  
Introduction to Marketing
- 行政技能:商业环境中的预算  
Administrative Skills: Budgets in a business Environment
- 行政技能:商业文件设计与开发  
Administrative Skills: Business Document Design & Development
- 行政技能:个人责任与形象  
Administrative Skills: Personal responsibilities and Image
- 与工作相关的软技能  
Work-based Soft Skills

### YEAR 2 第二学年

#### 第四学期 / Semester 4

- 商业资讯管理  
Managing Information Systems
- 人力资源管理(HRM)  
Human Resource Management (HRM)
- 行政技能:销售技巧与管理  
Administrative Skills: Sales Techniques and Management
- 销售税(SST)  
Sales and Services Tax (SST) Implementation
- 职场英语(2)  
Workplace English communication (2)

#### 第五学期 / Semester 5

- 全球供应链管理  
Global Supply Chain Management
- 电子商务技能:国际采购  
E-Commerce Skills: International Purchasing and Procurement
- 数码营销技能:社交媒体广告和促销  
Digital Marketing Skills: Social Media Advertising and Promotion
- 电子商务的伦理和法律  
Ethics and legalities of E-Commerce

#### 第六学期 / Semester 6

- 电子商务技能:进出口流程作业与文件  
E-Commerce Skills: Imports & Exports Procedures and Documentation
- 电子商务技能:根据《国贸条规》及贸易收支管理货运流程  
E-Commerce Skills: Managing Shipping Procedures with Incoterms and Trade Payment
- 电子商务技能:商业视频制作  
Digital Marketing Skills: Commercial Video Production
- 零售管理  
Retail Management
- 电子商务发展(毕业制作)  
E-Commerce Development (Major Project)

\* Please note that the modules listed are indicative and may be subject to change.

## OFQUAL认证

OFQUAL 为英国政府资历及考试规局，受英国议会监察。

所有学习材料均由该领域的专业人士和专业学术作者设计和编写，以便每个互动模块都符合OFQUAL规定的特定学习标准，OFQUAL是英国高等教育学术标准的英国政府机构。这些标准确保学生获得高质量的教育以及大学的认证和雇主认可。

## OFQUAL Recognition

The Office of Qualifications and Examinations Regulation (OFQUAL) regulates qualifications, examinations and assessments in England.

All learning materials are designed and written by expertise in the field and professional academic authors so that each interactive module is aligned against specific learning criteria specified by OFQUAL, the defining UK Government body for Academic Standards in UK Higher Education. These standards ensure those that learn with us receive a high quality education along with certification that is recognised universally by Universities and employers.



## 评估标准 / ASSESSMENT

100%作业及实践练习，本课程提供电子商务与数码营销的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of E-Commerce and Marketing, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



## 考取资格 / QUALIFICATIONS

英国国立西苏格兰学院专业文凭和专业高级文凭  
Diploma and Advanced Diploma awarded by West College Scotland, UK

台湾文凭(由台湾各大学颁发)  
Diploma Qualification from Taiwan University

第五级专业文凭(资格获得OFQUAL英国政府学历及考试评审局承认)[选择性]  
Level 5 Diploma (Regulated by OFQUAL – Office of Qualification & Examination Regulation) [Optional]



## 就业前景 / CAREER PATHWAYS

电子商务执行官、电子商务规划师、电子商务活动策划师、数码广告设计师、线上商业分析师、电子商务设计师、线上广告执行官、数码行销执行官、电子客户执行官、电子商务创业等等。

E-Commerce Executive, E-Commerce Planner, E-Commerce Designer, Online Business Analyst, Digital Marketing Executive, Online Event Planner, Online Advertisement Executive, E-CRM Executive, E-Commerce Entrepreneur, and etc.