

传授全面的电子商务基本策略、技术和应用程式。

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

# E-Commerce

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**NEW ERA INSTITUTE**  
OF VOCATIONAL & CONTINUING EDUCATION  
新纪元技职与推广教育学院

☎ 03-8733 9770

✉ enrolment@neivce.edu.my

f neivce

www.neivce.edu.my

B5-B7, Block B, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor DE, Malaysia.

☎ **019-757 1709 | 014-310 0195** (DEPARTMENT OF SMART INDUSTRIAL AND HOSPITALITY)

**016-429 7793 | 011-5768 2872** (DEPARTMENT OF CREATIVE MEDIA AND BEAUTY STUDIES)

**011-5768 2875 | 016-839 3385** (DEPARTMENT OF INNOVATION AND TECHNOLOGY)

**019-814 7796 | 019-584 3199** (DEPARTMENT OF ENTERPRISE DEVELOPMENT AND PROFESSIONAL TRAINING)

**03-8737 8770** (GENERAL LINE)

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精明产业行政

# 电子商务与数码营销

暨商业管理技能

Smart Industrial Administration

## E-Commerce and Digital Marketing (SIEDM-DB)

with Business Management Skills

▲ 80% 实践训练  
80% Practical Skills

▲ 20% 理论  
20% Theory

▲ 2年课程  
2 Years 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

认证与注册单位 Accredited and Registered by:





精明产业行政

电子商务与数码营销

SMART INDUSTRIAL ADMINISTRATION

E-Commerce and Digital Marketing (SIEDM-DB)

2年课程

Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：  
This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :

- 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.
- 成功的社交媒体和数码营销技术。  
Successful Social media and digital marketing techniques.
- 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.
- 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

- 电子商务与物流技术应用  
E-commerce and Logistics Technologies
- 商业营运、流程和规范  
Business Operations, Procedures and Standards
- 工业 4.0 概论  
Introduction to Industry 4.0
- 与工作相关的软技能  
Work-Based Soft Skills
- 商业环境沟通技能  
Communication in a Business Environment
- 数码化转型：区块链与金融科技  
Digital Transformation: Blockchain and Financial Technology
- 商业资讯与应用管理  
Business Information Systems and Applications
- 电脑会计、库存与薪资计算  
Computerized Accounting, Inventory and Payroll Processing
- 国际商务和市场营销概论  
Introduction to International Business and Marketing
- 以智能机器人进行高素质客服管理  
Manageme Quality Customer Service with Robotics
- 科技企业：市场概念  
Technopreneurship: Conception to Market
- 供应链管理原理与概念  
Principles and Concepts of Supply Chain Management
- 数码营销渠道：影响者、内容创建者和搜索引擎  
Digital Marketing Channels: Influencer, Content Creator and Search Engine
- 人力资源管理  
Human Resource Management
- 市场营销与销售技能  
Marketing and Sales Techniques
- 职场英语（1）  
Workplace English Communication (1)
- 职场英语（2）  
Workplace English Communication (2)
- 数码成像和桌面出版（DTP）  
Digital Imaging and Desktop Publishing (DTP)
- 电子商务中的消费者购买行为与策略  
Consumer Purchase Behavior and Strategy in E-Commerce
- 电子商务与现代物流营销实践  
E-Commerce and Contemporary Marketing Practice in Logistic
- 进出口流程作业与概念  
Imports & Exports Procedures and Documentation
- 策划、管控与领导项目  
Planning, Controlling and Leading a Project
- 品牌策略管理  
Strategic Brand Management
- 联盟营销、规划和全渠道电子营销活动  
Affiliate Marketing, Planning and Omnichannel E-Campaigns
- 开拓与发展新业务  
Developing and Launching a New Business
- 数码营销技能：商业视频制作  
Digital Marketing Skills: Commercial Video Production
- 《国贸条规》与贸易收支管理货运流程  
Managing Shipping Procedures with Incoterms and Trade Payment
- 数码营销和电子商务零售分析  
Digital Marketing & E-Commerce Retail Analytics
- 国际物流与跨境电子商务贸易  
International Logistics and Cross-Border E-Commerce Trade
- 活动与项目管理  
Campaign & Project Management
- 项目开发和实践（毕业制作）  
Project Development and Practices (Major Project)

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

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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 Digital Marketing, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups or individual to complete their projects.

考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭和高级专业文凭  
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 Universities in Taiwan

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)  
Level 5 Diploma (Regulated by OFQUAL – Office of Qualification & Examination Regulation)

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.