

# BUSINESS

INSPIRING INNOVATION

## Continuing Education Programmes



Member of VTC Group  
VTC 機構成員

2022 Q2

# Certificate in E-commerce and Business Startup

電子商貿及創業證書  
BA424042M



### Programme Details:

#### 1. E-commerce Essentials

- Computer networks and Internets
- Internet application development
- e-Business system integration
- e-Commerce business strategies and management
- Return on Investment (ROI) for e-Commerce

#### 2. Business Startup

- Entrepreneurship
- Developing business ideas
- Market research for startup
- Business model for startup
- Funding support in Hong Kong

#### 3. Security and Ethical Issues for E-commerce and Startup

- Security measures for e-commerce and startup
- Ethical Issues for E-commerce and Startup

#### 4. Professional Collaboration in E-commerce and Startup

- Communication barriers in organization
- Effective communication with professionals for E-commerce and Startup

Date of Commencement : 27 Jun 2022

Schedule: 27, 29 Jun & 4, 6, 11, 13, 18, 20, 25, 27 Jul 2022

Time: Every Monday & Wednesday

19:00-22:00

Venue: IVE (Haking Wong), 702 Lai Chi Kok Road,  
Kowloon

#### Medium of Instruction:

Programme will be conducted in English, with English Teaching and Learning Packages supplemented with Chinese terminologies.

#### Entry requirements:

1. One year work experience; or currently employed in relevant industry; and
2. Five HKDSE subjects at Level 2 or above, including English and Chinese Languages, or equivalent; or
3. Five HKCEE subjects at Grade E / Level 2 or above, including English Language and Chinese Language, or equivalent; or
4. Completion of a QF Level 3 programme that is deemed acceptable to the respective Programme Board; or
5. Relevant RPL qualification(s) at QF Level 3 or above AND a pass in an entrance assessment, which can be either oral or written; or
6. Other relevant verifiable prior learning and/or work experience that is/are deemed appropriate by the respective Programme Board AND a pass in an entrance assessment, which can be either oral or written

#### Mature Applicants:

Applicants who are aged 21 or above on 1 September of the year of application and do not meet the minimum entrance requirements may apply through the mature applicant route.



**Mr. Kenny Tang (鄧國健先生), CEO (ZtoA)  
Programme Advisor / Guest Speaker**

Mr. Tang is a professional market consultant specialty in company brand building, IT solution, marketing strategy and research. He has worked for a number of well-known company such as TVB, ATV, Convey and 4As for advertising development.



Enrolment Details: [business.vtc.edu.hk](https://business.vtc.edu.hk)

Application Period: 13 Apr 2022 – 17 Jun 2022

Programme Fee:

- 1) Early Bird HK\$ 6000 (On/Before 5 Jun 2022)
- 2) Regular HK\$ 7000 (After 5 Jun 2022)

*\*This programme has been included in the list of reimbursable programmes under the Continuing Education Fund*



資歷架構級別四

資歷名冊登記號碼: 21/000392/L4

登記有效期: 15/06/2021 To 31/08/2026



本課程已加入持續進修基金可獲發還款項課程名單內  
課程編號: 33C135876

如欲了解更多持續進修課程，歡迎瀏覽：

