Diploma in E-Business and Entrepreneurship

Introduction

It is a comprehensive program designed to equip students with the essential skills and knowledge needed to excel in the digital marketplace. This course covers the fundamentals of e-commerce, digital marketing, web design, and business management, providing a holistic approach to online business operations.

Through practical learning and real-world applications, graduates will be prepared to set up, manage, and grow successful online businesses.

Learning Outcomes

Upon completion of this course, students will:

- Set up and manage e-commerce store, including product listing and payment processing
- Create and implement digital marketing strategies, including SEO, email marketing and content marketing
- Run effective social media marketing campaigns and engage with influencers
- Design and optimize online advertising campaigns using PPC and web analytics
- Develop and maintain professional websites and landing pages
- Understand the principles of entrepreneurship and apply them to manage and scale online businesses
- Be prepared to take on roles such as Digital Marketing Specialist or Social Media Manager, E-Commerce Manager, Entrepreneur/Startup Founder or E-Business Consultant.

Modules

- CS1004   E-Commerce Platforms
- CS1002   Responsive Web Design
- DM1005 Digital Marketing Essentials
- DM1006 Social Media Marketing
- DM2004 Online Advertising and Analytics
- BM2005 Entrepreneurship and Business Management

For the detailed description of modules please visit our website at www.genetic.edu.sg

Entry Requirements

- Age
  - 16 years old
- Language
  - Grade C6 at GCE O level English or equivalent or IELTS 5.5 or TOEFL 525 (Paper base) or 196 (Computer base)
- Academic
  - Obtained at least C6 at GCE O level in any 3 subjects or
  - 10 years of General Education or
  - Certificate in Information Technology (Awarded by Genetic Computer School) or
  - Mature students - minimum 30 years of age with at least 8 years of working experience

Course Duration

- 9 Months

Completion Criteria

- Minimum 75% attendance for Local/ PR & Non-Student Pass Holders
- Minimum 90% attendance for International Student
- Must pass all the module assessments (E.g., Lab Exams, Written Exams, Project, etc.)

Course Type

- Full Time
- Part Time

Intake

- Please visit our website for the intake dates

Certification

- Upon completion of this course, students will be awarded with Genetic Computer School Diploma in E-Business and Entrepreneurship

Teacher-Student Ratio

- The average Teacher-Student Ratio for the school is 1:25 and this ensures that the learning experiences of the students are its optimum level.

Modes of Payment

- The modes of payment available are cash, cheque, cashier's order, Telegraphic Transfer or Bank Transfer, PSEA.

Fee Protection Scheme

- GCS adopts Insurance Scheme for all its students and engages the service of the LONPAC Insurance BHD in compliance with the fee protection scheme of EduTrust. For more information on FPS please refer to our website at www.genetic.edu.sg

Mode of Delivery

- Face-to-Face and
- Blended Learning

Course Fee

- The course fees are due and is payable in 2 instalment payments
- All fees are subject to prevailing GST of 9%

Application Fee – (Non-Refundable)
Local students – SGD 50
Non-ASEAN – SGD 400
ASEAN - SGD 150

Miscellaneous Fee

For the detailed information on the miscellaneous fees please refer to our website.

Note: Miscellaneous Fees refer to any non-compulsory and non-standard fees which the student will pay only when necessary or applicable. Such fees are normally collected on an ad hoc basis by the GCS when the need arises.

Diploma in E-Business and Entrepreneurship	Local Student (For Foreigner/PR/Employment Pass and other passes)	ASEAN (Require Student Pass)	NON-ASEAN (Require Student Pass)
	Amount SGD	Amount SGD	Amount SGD
Course Fee	8, 000	8, 000	8, 000
Administrative Fee	550	550	550
FPS Processing Fee	150	150	150
Total	8, 700	8, 700	8, 700

Payment Schedule

Diploma in E-Business and Entrepreneurship	Local Student (For Foreigner/PR/Employment Pass and other passes)	ASEAN (Require Student Pass)	NON-ASEAN (Require Student Pass)
Application Fee (Upon Registration)	50	150	400
1st Term (4 Months)	4,350	4,350	4,350
2nd Term (5 Months)	4,350	4,350	4,350
Total	8, 750	8,850	9, 100

How to Apply?

Applicants can apply through our website (www.genetic.edu.sg) or call our programme consultant for more information of the course.

You can also e-mail us at info@genetic.edu.sg

Notes:
- Minimum number of students that is required before a class commences: 5
- Waiting period (from the time a student signs up until the time a decision is made by the PEI whether the class would commence): 2 weeks before the course commencement date