

# 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.

## Course Objectives

Upon completion of this course, students will:

- Set up and manage an 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.

## Modules

- E-Commerce Platforms
- Responsive Web Design
- Digital Marketing Essentials
- Social Media Marketing
- Online Advertising and Analytics
- Entrepreneurship and Business Management

For the detailed description of modules please visit our website at [www.genetic.edu.sg](http://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. Minimum class size is subject to change and approval by Genetic Computer School.

## Modes of Payment

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

## 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](http://www.genetic.edu.sg)

## Mode of Delivery

- Face-to-Face
- 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 students will pay only when necessary or applicable. Such fees are normally collected on an ad hoc basis by the GCS when the need arises.

<b>Diploma in E-Business and Entrepreneurship</b>	<b>Local Student (For Foreigner/PR/Employment Pass and other passes)</b>	<b>ASEAN (Require Student Pass)</b>	<b>NON-ASEAN (Require Student Pass)</b>
	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

<b>Diploma in E-Business and Entrepreneurship</b>	<b>Local Student (For Foreigner/PR/Employment Pass and other passes)</b>	<b>ASEAN (Require Student Pass)</b>	<b>NON-ASEAN (Require Student Pass)</b>
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](http://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](mailto:info@genetic.edu.sg)

### Notes:

- The minimum enrollment required to start a class is 8 students.