

STUDENT PROFILE

DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY (DBIT)

The Diploma in Business Information Technology (DBIT) is uniquely designed to equip students with effective business and technical skills in integrating IT/New Media and core business functions.

After the common first year, students are offered two tracks of study:

- **E-Business Services (EBS) Option**

The E-Business Services specialisation teaches students to create and manage business solutions and websites using technologies such as Web 2.0, interactive media and enterprise software such as SAP and Microsoft Navision to help businesses meet its specific objectives and gain competitive advantage.

Students from the **DBIT-EBS** Option are trained in the following type of skills/knowledge:

- create Flash banners and website design using Adobe Fireworks, Flash and Dreamweaver;
- develop and carry out product/services marketing campaign using new media channels such as Facebook, Blogshop and other social networking sites;
- develop Web applications using JSP with JavaBeans and Web Services;
- assist in improving web design and usability;
- assist in performing IT requirement analysis & system design; and
- assist in managing and coordinating IT projects.

- **New Media Marketing (NMM) Option**

The New Media Marketing specialisation enables graduates to use a variety of New Media channels, such as Facebook, Twitter, Blogshop, search engines and social networking sites, to develop and create effective and engaging marketing campaigns.

Students from the **DBIT-NMM** Option are trained in the following type of skills/knowledge:

- develop and carry out product/services marketing campaign using new media channels such as Facebook, Blogshop and other social networking sites;
- create multimedia presentations and elements used on web pages using editing tools such as Adobe Photoshop, Premier Pro and Soundbooth;
- assist in conducting market research;
- assist in managing web content using Joomla; and
- assist in improving web design and usability.