



Mapping of Graduate Attributes to Programme Objectives & Courses

School of Business

E-Commerce Programme

Mapping of Graduate Attributes against Programme Objectives

Programme Objectives	Graduate Attributes						
	Knowledge Base	Application	Creativity	Acquisitions	Communication	Team Work	Ethical
1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;	✓		✓				
2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;		✓	✓	✓			
3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;			✓	✓		✓	
4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources		✓					

planning, supply chain management, and customer relationship management;							
5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;					✓	✓	
6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;					✓	✓	
7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;				✓	✓		
8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;				✓	✓		
9. Conduct research and devise innovative electronic commerce models to exploit business opportunities;				✓		✓	
10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society			✓	✓			✓

<Insert School> - <Insert Programme>

comprehensively.							
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Mapping of Graduate Attributes against Courses

Year 1	Course	Graduate Attributes						
		Knowledge Base	Application	Creativity	Acquisitions	Communication	Team Work	Ethical
Sem 1	Principles of Accounting I	✓	✓					
	Introduction to Business	✓	✓					
	Business Software Applications	✓	✓	✓	✓			
	Microeconomics	✓	✓					
	English I				✓	✓		
	Putonghua I/ French I/ Japanese I/ Portuguese I	✓	✓			✓		
Sem 2	Principles of Accounting II	✓	✓					
	Principles of Management	✓	✓					
	Business Computing with Internet Applications (EC)	✓	✓	✓	✓			
	Macroeconomics	✓	✓					
	English II				✓	✓		
	Putonghua II/ French II/ Japanese II/ Portuguese II	✓	✓			✓		

Mapping of Graduate Attributes against Courses

Year 2	Course	Graduate Attributes						
		Knowledge Base	Application	Creativity	Acquisitions	Communication	Team Work	Ethical
Sem 1	Introduction to Programming	✓	✓	✓				
	Principles of Marketing	✓	✓					
	Business Mathematics	✓	✓					
	Business Finance	✓	✓					
	English III				✓	✓		
	Elective I	✓	✓			✓		✓
Sem 2	Introduction to Information Technology and E-Commerce	✓		✓	✓			
	Web Application Development	✓	✓	✓				
	Business Statistics		✓	✓	✓			
	Business Law	✓	✓					✓
	English IV				✓	✓		
	Elective II	✓	✓			✓		✓

Mapping of Graduate Attributes against Courses

Year 3	Course	Graduate Attributes						
		Knowledge Base	Application	Creativity	Acquisitions	Communication	Team Work	Ethical
Sem 1	Business Ethics	✓	✓					✓
	System Analysis and Design	✓	✓	✓	✓			
	Database Management		✓	✓	✓		✓	
	E-Business Applications	✓	✓	✓	✓		✓	
	E-Commerce Project Management				✓	✓	✓	
	English V				✓	✓		
Sem 2	E-Commerce Infrastructure		✓	✓	✓			✓
	E-Commerce Website Construction and Management	✓	✓	✓	✓			
	Supply Chain Management	✓	✓		✓		✓	
	Business Intelligence	✓	✓		✓		✓	
	Research Methodology in E-Commerce	✓	✓		✓		✓	
	English VI				✓	✓		

Mapping of Graduate Attributes against Courses

Year 4	Course	Graduate Attributes						
		Knowledge Base	Application	Creativity	Acquisitions	Communication	Team Work	Ethical
Sem 1	Internet Marketing			✓	✓	✓	✓	
	E-Commerce Entrepreneurship				✓	✓	✓	
	Selected Topics in E-Commerce				✓	✓	✓	✓
	English VII				✓	✓		
	Graduation Report I			✓	✓	✓	✓	
Sem 2	Electronic Finance Systems	✓	✓	✓	✓			
	E-Commerce Regulatory Environment				✓	✓		✓
	E-Commerce Strategy	✓		✓	✓	✓	✓	
	English VIII				✓	✓		
	Graduation Report II			✓	✓	✓	✓	

Mapping of Graduate Attributes against Elective Courses

Course		Graduate Attributes						
		Knowledge Base	Application	Creativity	Acquisitions	Communication	Team Work	Ethical
Elective	Environmental Management System	✓	✓					
	Communication	✓	✓			✓		
	Macao History and Culture	✓	✓					
	Macao Basic Law	✓	✓					✓
	Introduction to International Relations	✓	✓			✓		
	Introduction to Public Administration	✓	✓					
	Introduction to Philosophy	✓	✓					
	Introduction to Psychology	✓	✓					
	Interpersonal Skills	✓	✓			✓		
	Introduction to Sociology	✓	✓					

Graduate Attributes

Graduate attributes are the overarching qualities, skills, knowledge and abilities to be developed by students during their studies in the undergraduate programmes of Macao Polytechnic Institute. The Graduate Attribute Mapping comprises seven attributes representing the key areas of generic capability shared by all graduates of Macao Polytechnic Institute.

- *Knowledge Base*
Have the basic skills and knowledge (profession-related knowledge and skills, problem solving skills, analytical skills, communication skills and flexibility) necessary for a successful career in the specialised field of studies.
- *Application*
Have the ability to apply fundamental knowledge of the field.
- *Acquisition*
Have the ability to accept new ideas and to learn independently in the acquisition of new knowledge and skills.
- *Creativity*
Be innovative and creative, adaptable and able to guide developments in their careers / professions.
- *Communication*
Have the ability to communicate effectively, not only with other peers in the same discipline, but with the community at large on issues relevant to the specialised field of studies.
- *Teamwork*
Have the ability to contribute effectively as members of multi-disciplinary and multi-cultural teams, with the capacity to be leaders or managers as well as effective team members.
- *Ethical*
Have an appreciation of professional conduct and ethical issues pertinent to the industry.