

EDENZ COLLEGES

QUALIFICATION: Diploma of e-Business (Digital Media) (Level 5)

COURSE OUTLINE

Graduates will have an understanding of some basic business issues, and be able to show technical development skills applicable to a variety of business situations and environments.

There are 6 papers in this course. Three are drawn from the New Zealand Diploma in Business, and 3 specifically developed for this course.*

1. Business Communications*

The purpose of this course is to develop, within a business context, knowledge and understanding of current communication theory and principles, and an understanding of how communication functions in the workplace. Students will also gain an awareness of how communication is influenced by emerging technology, and skills of effective interpersonal, group and organisational communication.

Main topics are:

- *Communication Theory and Principles*
- *Interpersonal Communications*
- *Intrapersonal Communications*
- *Group Communications*
- *Organisational Communications*

2. Principles of Marketing*

The purpose of this course is for students to gain a broad understanding of marketing principles, including knowledge and understanding needed to assess product, price, promotion and distribution options, and marketing mix options for specific target markets.

Main topics are:

- *The Marketing Environment and Marketing Information Systems*
- *Major Markets, Segmentation, and Target Markets*
- *Consumer Behaviour*
- *The Marketing Mix*
- *Coordination and Control*

3. Business Computing*

To provide students with a working knowledge of information technology, and how it relates to a business environment.

Main topics are:

- *Hardware, software and system components*
- *Data communications and the Internet*
- *System security and control*
- *People and Ethical issues*
- *Examples of Applications such as Travel Industry*

4. Introduction to Multimedia

PART A: The module provides a foundation to students new to the concepts and technologies of multimedia and IT tools. It introduces students to the concepts, skills and technologies to understand the process and components involved in producing a multimedia presentation.

Main topics are:

- *Introduction to multimedia including business applications*
- *Hardware & software components*
- *Multimedia careers and ethics in multimedia*

PART B: The aim of this subject is to introduce students to the most commonly used digital media tools available for multimedia. Provide a foundation to students a basic language, concepts and technologies of multimedia, the nature of these applications and their tools.

Main topics are:

- *Introduction to, then hands-on use of, the major digital media tools namely Adobe Photoshop, Adobe ImageReady, Adobe Illustrator and Macromedia Flash*
- *Common image formats, tools of capture, development, management and publishing*

5. Introduction to Animation

The module provides a basic foundation to students new to the concepts and technologies of 2D and 3D animation. It helps students understand animation history, styles, techniques and creation process, and explains the principles and techniques of producing successful animation.

Main topics are:

- *Introduction to the development of animation and animation technology*
- *Modelling concepts and techniques*
- *Rendering process, concepts and techniques*
- *Principles of animation, advanced animation techniques, visual effects*
- *Computer animations applications and careers*

6. Introduction to Web Development

Students will learn the basic aspects of website development. It is for students new to web design and development and would like to learn about creating a website. It provides students with the knowledge and hand-on practice they need to build and manage professional websites using web design software tools and simple HTML documents.

Main topics are:

- *Basic computing concepts and the evolution of the Internet and the World Wide Web.*
- *Requirement for constructing a website that is well structured, correct, easy to read and maintain.*
- *Understand the syntax of simple HTML language.*
- *Design and build a simple website by using web development tools.*

* These papers are drawn from the New Zealand Diploma in Business, and relate to other qualifications at Edenz Colleges, as shown below

Diploma of Business (Level 5 – 1 year) (also 1 st year of NZDipBus)	Diploma of Tourism Management (Level 5 – 1 year)	Diploma of e-Business (Digital Media) (Level 5 – 1 year)	New Zealand Diploma in Business (Level 6 – 2 years) (example of 2 nd year)
Marketing	Marketing	Bus. Communications	Accounting Practices
Business Computing	Business Computing	Marketing	Quantitative Methods
Org & Management	Org & Management	Business Computing	Applied Management
Bus. Communications	Principals of Tourism	<i>Multimedia</i>	Internal Auditing
Accounting Principles	Accounting Principles	<i>Animation</i>	Operations Managem't
Economics	Tourism Management	<i>Web Development</i>	HR Management