



M.Sc. IN ELECTRONIC COMMERCE

A one-year full-time taught Masters programme featuring a common core curriculum with two distinct streams, Business and Technical

PROGRAMME OVERVIEW

Dublin City University Business School and the School of Computer Applications have combined to develop and offer a full-time M.Sc. degree in Electronic Commerce, with two distinct concentrations, business and technical. The two concentrations within the same overall degree programme are designed to offer two distinct tracks with a shared e-commerce emphasis to appeal to both technical and business specialists. The programme is designed to be completed in one calendar year of full-time study and consists of two taught semesters followed by a practical e-commerce project, referred to as a "practicum".

Career Prospects

Students on each stream develop a powerful combination of technological and business skills of relevance to electronic commerce applications. Graduates have undertaken a variety of careers in the information economy as managers, entrepreneurs, business analysts, e-marketing specialists, and e-business technologists.

Funding Support

Students on the programme may be in receipt of funding under the Advanced Technical Skills (ATS) programme. Such funding means that the major part of University fees will be subsidised for European Union students accepted on the programme. It is anticipated that the fees for 2003/4 will be in the region of €1,000.



With its extensive shared curriculum and interactive teaching modules, the uniqueness of this Masters degree lies firmly in the strong collaborative ethos it fosters across the business and technical tracks

COURSE OUTLINE

The programme is delivered on a full-time basis over 12 months commencing at the end of September with a team building exercise. Over the first two semesters, students on the business stream take modules in advanced business topics, as well as some fundamental modules in computing. Students on the technical stream take modules in advanced security and encryption. All students on the programme take a set of common modules in topics such as web design, Internet marketing, information access, and regulation in e-commerce. For further details, see overleaf.

Practicum

In the final semester, from May to August, students from the different streams collaborate to work on a "practicum" or major project of a practical nature. Here, the teams of students build a prototype e-commerce system to solve a real-world problem (innovative) or to exploit a real-world opportunity (entrepreneurial). The projects, which may be provided by corporate clients or involve some of the students' own ideas, typically involve market research, formulation of business and project plans, and development a software application or an e-commerce product.

ENTRY REQUIREMENTS

There are two distinct intakes into the degree programme reflecting the two different streams of the graduates produced. The technical concentration normally accepts approximately 20 students and the business concentration normally accepts approximately 30 students for the programme each year.

In the case of the Technical stream, candidates must have a H1 or H2.1 in Computer Science, Computing, Computer Applications or a related discipline. Candidates with significant experience in the electronic commerce / software development sectors, on top of a primary degree in some other discipline, may also apply for entry.

Applicants to the Business stream require a H1 or H2.1 degree in Business or a related discipline. In exceptional circumstances, candidates with a H2.2 may be admitted. Candidates with significant business experience on top of a primary degree may also apply for entry.

PROGRAMME STRUCTURE

	Technical Stream	Common Modules	Business Stream
Orientation Programme			
Semester 1	<ul style="list-style-type: none"> • Number Theory • Cryptography • Telecommunications 	<ul style="list-style-type: none"> • Web Design • Marketing on the Internet • The Digital Economy 	<ul style="list-style-type: none"> • Organisation & Management in the Networked Era • Business Process Innovation • Object Oriented Programming
Semester 2	<ul style="list-style-type: none"> • Public Key Cryptography • Security Protocols 	<ul style="list-style-type: none"> • Technical E-Commerce • Information Access • E-Commerce & Entrepreneurship • Regulation in E-Commerce 	<ul style="list-style-type: none"> • Strategic Thinking in the Information Age • Networks & Internets
Summer	PRACTICUM		
	M.Sc. in Electronic Commerce (Technical)		M.Sc. in Electronic Commerce (Business)

FURTHER INFORMATION

You can get more information on this course, the School and other courses by visiting our Website at:

www.computing.dcu.ie

Application forms are available on-line at:

www.dcu.ie/ro/forms/

Alternatively, Application forms and copies of our Faculty Booklets can be obtained from the Registrar's Office, as follows:

Registrar's Office
Dublin City University
Dublin 9

Telephone: (01) 700 5338
Fax: (01) 700 5504
E-Mail: registry@dcu.ie

The **closing date** for receipt of applications is **July 2003**. Places are strictly limited. Applications after this date may be entertained but only subject to availability of places.



The information given in this publication is intended as a guide to persons seeking admission to Dublin City University and shall not be deemed to constitute a contract or the terms thereof between the University and an applicant or any third party, or representations concerning same. Dublin City University is not responsible and shall not be bound by errors in or omissions from this publication; the University reserves the right to revise, amend, alter or delete programmes of study and academic regulations at any time by giving such notice as may be determined by Academic Council in relation to any such change.