



香港大學數碼港學院
The Cyberport Institute of Hong Kong
The University of Hong Kong



CI 63-105-00 (61)

Executive Certificate in Web 2.0 for Business Consultant

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Web 2.0 could be the ultimate standard for Web based application development. Many organizations have adopted Web 2.0 as their web application blueprint. There is a huge demand in specialists who possess the knowledge and skills in Rational Application Developer Plus for Web 2.0 application.

With the help of the Web 2.0 for Business Consultant, an organization can reduce the cost of development. Also, it can improve the performance of portals.

Aims and Objectives

This course aims to produce graduates prepared for a range of careers within the IT and Business consulting industry, at the level of analyzing and developing model, designing, implementing and assessing the performance of a range of business processes and workflow. Graduates will have an understanding of Rational Application Developer Plus for Web 2.0 application.

The programme employs a variety of teaching and learning methods and includes using Rational Application Developer Plus for developing applications and learning Rich Internet Client design techniques, static code analysis, code review and runtime analysis. All graduates are required to demonstrate their final level of learning, application and model building through different exercises.

Upon completion of this course, participants will be able to:

- understand the concept of Web 2.0 and Rich Internet Client application;
- understand the current Web 2.0 trend and market position;
- use Web 2.0 development tools and its features;
- understand Web 2.0 application development life cycle and best practices;
- understand business opportunities and challenges of adopting Web 2.0 technology;
- master Web 2.0 business application pattern;
- describe the perspectives and views in Rational Application Developer Plus used to develop Web 2.0 applications;
- develop a Web 2.0 application prototyping;
- perform benchmarking the Web 2.0 application

Structure and Delivery

Classroom Lecture	12 sessions (36 hours)
Workshops	4 sessions (12 hours)
Study Hours	12 hours
Total	60 hours

The following will be covered during lectures:

- Understanding Web 2.0 and Rich Internet Client Application
- Market position of Web 2.0 in business world
- Web 2.0 technology roadmap

- Web 2.0 development tool and its focus
- Web 2.0 development lifecycle
- Getting started with Rational Application Developer Plus
- Introduction to RAD Plus Designer
- Web 2.0 application prototyping
- Strengths and limitations of Web 2.0

Workshops will be arranged to provide learners with hands on experience.

Assessment and Award

To be eligible for the award of the certificate, students must satisfy the following criteria:

- Achieve 70% attendance
- Workshops (weighting 50%) and
- Quiz (weighting 50%)

Total passing score is 50%

Application Details

Day(s) Time	Lecture dates: Jan 15, 22, 29, Feb 5, 12, 26, Mar 5, 12, 19, 26, Apr 2, 16 (12 lessons) Workshop dates: Apr 23, 30, May 7, 14 (4 lessons)
Venue	Room 1407, 14/F, Fortress Tower, 250 King's Road, North Point, Hong Kong.
Entry Requirements	Applicants shall: (a) hold a bachelor's degree awarded by a recognized university or equivalent; or (b) hold an Associate Degree/ a Higher Diploma or equivalent, and have at least 2 years of work experience; or (c) hold professional qualifications/ relevant professional qualifications. <i>And have,</i> (d) 2 years or more of working experience; (e) interest in or require to involve in Web 2.0 business development (f) a wide range of computer and business knowledge (g) access to a PC and Internet outside the tutorial sessions Applicants with other qualifications and substantial senior level work experience will be considered on individual merits.
Medium of Instruction	Cantonese supplemented with English terminologies
Fee	HK\$ 8,000
Software Requirement	- IBM Rational Application Developer - RAD Plus
Application and Payment Method	- Admission is made on a first-come, first-served basis - Application form can be downloaded from http://hkuspace.hku.hk/form/SF26.pdf - Payment should be made by crossed cheque made payable to "HKU SPACE" and returned to Ms. Corine Tam, HKU SPACE, Units 402-3, Level 4, Cyberport 1, 100 Cyberport Road, H.K. with application form.
Closing Date	The closing date for application will be 12 working days before the courses start, unless otherwise stated. Late applications will only be considered if there are still vacant places.