E-Business: Fundamentals of E-Commerce

Prerequisites: Basic knowledge of Microsoft Windows, Internet and web browsing and sending emails.

Course length: 1 day (7 hours)

Course Description
E-Business: Fundamentals of E-Commerce is an introductory-level course designed to provide the student with a basic understanding of some of the fundamental concepts related to E-Commerce.

Course Content

Overview of E-Commerce
- Defining E-Commerce
- History of the Internet and E-Commerce
- Dispelling E-Commerce Myths
- Why E-Commerce?

The E-Commerce Domain
- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP)
- Supply Chain Management (SCM)
- E-Procurement
- Knowledge Management

Facing Challenges in E-Commerce
- Costs Involved in E-Commerce
- Internet Transactions
- Security Concerns
- Staffing Concerns
- The International Marketplace

Achieving Goals in E-Commerce
- Planning Techniques for Implementing E-Commerce Solutions
- Evaluating Risk in E-Commerce Planning
- Measuring the Success of E-Commerce Initiatives

Developing E-Commerce Marketing Strategies
- Internet Statistics: A Reference
- Marketing Communications on the Web: A Reference
- Marketing on the Internet: A Reference
- Topic title

E-Commerce: Hardware, Software, and Service Providers
- Identifying Software Involved in E-Commerce
- Identifying Hardware Involved in E-Commerce
- Identifying Service Providers Involved in E-Commerce