

eBusiness

eBusiness Essentials

Course Objectives

The Internet and information technology are having a huge and rapid impact on the way we all live, work and do business. This course addresses the major forces driving the new economy and the technological issues and implications involved. The course covers, emerging eBusiness models, IT fundamentals, business information systems, Internet security, payment systems and legal issues.

Duration: 3 Days

Prerequisites:

Participants should have a fundamental knowledge of computers, business operations, and the Internet

Who Would Benefit:

Executives and professionals who wish to gain an overview of what eBusiness is and how the eBusiness can provide growth opportunities for their businesses. A participant will benefit most from the course if he/she has at least two years of work experience

Course Content

- eBusiness Models
- Internet Technology Fundamentals
- Business Information Systems
- Security, Payments and Legal

eBusiness Environment

Course Objectives

The course expands the concept of eBusiness generally associated with merchandising and the exchange of business information and data, to encompass a wide range of other online business activities. The concept has expanded to encompass a total business environment and thus this course investigates, in a theoretical and practical way, the nature and implications of eBusiness and examines the eBusiness environment.

Duration: 5 Days

Prerequisites:

Participants should have a fundamental knowledge of computers, business operations, and the Internet

Who Would Benefit:

Executives and professionals who wish to gain an overview of what eBusiness is and how the eBusiness can provide growth opportunities for their businesses. A participant will benefit most from the course if he/she has at least two years of work experience

Course Content

- Introduction to marketing and the internet
- A framework for integrating marketing and the internet
- Consumers and the internet environment
- Marketing and the internet environment
- Technology and the internet environment
- Public policy and the internet environment
- The internet's influence on the marketing environment

Developing an eBusiness Strategy

Course Objectives

In this course, you will work through exercises that analyze your company's current marketing strategy and help you develop a well-thought-out, effective plan for succeeding in the world of eBusiness. This course provides groundwork for a solid eBusiness strategy by delving into the basic steps of analyzing eBusiness goals and your Web site's ability to help you achieve success. You will also explore decisions that drive your ePromotion strategy.

Duration: 3 Days

Prerequisites:

Participants should have a fundamental knowledge of business operations. Sufficient Knowledge of the Internet, database and building a web presence is also needed.

Who Would Benefit:

The course is designed specifically for IT executives in a leadership role. Participants may be running departments, small teams or be about to take on their first executive role

Course Content

- Introduction to eBusiness
- Strategy Fundamentals
- Cooperative Strategies and Strategic Partnering
- Marketing Strategies for eBusiness
- Building an eBusiness strategy process
- eBusiness Infrastructure
- Strategy Pitfalls
- Successful Case Studies

Business Process Reengineering

Course Objectives

BPR is the latest and hottest management trend to hit the business and governmental communities. BPR is a key component of the government's rightsizing policy that is guiding the restructuring and reorganization of many agencies, whether it was private or governmental

Duration: 5 Days

Prerequisites:

This course requires a Previous experience and/or awareness of business analysis and An awareness of Business Process Modeling Principles

Who Would Benefit:

This course is designed to meet the needs of executives, business analysts, project leaders, analysts, programmers, and database modelers who wish to identify opportunities for improvement in their or their client's organizations

Course Content

- Introduction to Business Process Reengineering
- Key Reengineering Concepts
- Reengineering Team and Responsibilities
- Identifying and Analyzing the Core Business Processes
- Redesigning the Business Process
- Implementing the Reengineered Process

Management of Information Centers

Course Objectives

The aim of this course is to develop a more sophisticated understanding of the relationship between the task of managing in a large business organization and the technology that has become an essential part of that task, Information Systems.

Duration: 5 Days

Prerequisites:

"Management of Information Systems" course or equivalent

Who Would Benefit:

This course is designed to meet the needs of executives, business analysts, senior IT developers, Information Centers executives and ERP executives.

Course Content

- The difference between creating IS & IC
- Information Systems overview
- Case Studies
- Management Issues - Organizational Structure & Organizational Culture
- Information Resources Management
- Helping people become conformable with IT
- Knowledge Management
- Knowledge acquisition & validations
- Creating the new work environment

Management of Information Systems

Course Objectives

This course is designed to examine the use of information systems to support the management and business activities of an organization. How business firms use information systems and challenges and opportunities for information system.

Duration: 5 Days

Prerequisites:

Participants should have a fundamental knowledge of computers, business operations, and the Internet

Who Would Benefit:

This course is designed to meet the needs of executives, business analysts and senior IT developers

Course Content

- Basic concept of information system
- Main dimensions of management information system (MIS)
- Computer-based information system components types
- Information system development process
- Role of MIS in contemporary development
- Basic components of decision support system (DSS)
- Computer network for MIS (LAN, WAN, Internet..)
- Database structure & management
- The new world of business today (E-business framework)
- Infrastructure for global information system
- e-Commerce applications & technologies

XML for Mangers

Course

Course Objectives

This course aims to demystify XML and provide a high-level overview of the technology and its application. Emphasis is placed on the benefits it offers for data exchange and document presentation. Finally, the overall methods and uses of XML are fully reviewed

Duration: 3 Days

Prerequisites:

Participants enrolling in this class should have the following:

- A basic programming Background is required.
- Building an Online Business Fundamentals course

Who Would Benefit:

Business decision makers and others (e.g. Project leaders, system analysts, application analysts) who require a high-level, non-technical introduction to xml.

Course Content

- Introduction to XML
- What XML is like (sample XML document, DTD, XSL style sheet)
- XML vs. HTML
- Advantages and Disadvantages of XML
- Planning and Implementing of XML
- XML Business Cases

Basics of Supply Chain Management

Course

Course Objectives

This course will explore the basic concepts of managing the flow of materials in a typical enterprise supply chain. The course will span a complete overview of material flow, from internal and external suppliers, to and from the enterprise. Topics covered include: basic elements of the supply chain; just in time (JIT); total quality management (TQM); enterprise resource planning (ERP); demand planning; capacity management.

Duration: 3 Days

Prerequisites:

Participants enrolling in this class should have the following:

- A basic programming Background is required.
- Building an Online Business Fundamentals course

Who Would Benefit:

Business decision makers and others (e.g. Project leaders, system analysts, application analysts) who require a high-level, non-technical introduction to xml.

Course Content

- Administrative tasks
- Introduction to materials management, Production planning system
- Master scheduling
- Material requirements planning
- Capacity management
- Production activity control
- Purchasing
- Inventory fundamentals
- Order quantities
- Independent demand ordering systems
- JIT manufacturing