

eCommerce

eCommerce Fundamentals

Course Objectives

This course is designed to assist participants in developing knowledge and skills for managing information systems that support eCommerce. Beginning with the concepts of industry segmentation of eCommerce providers and eCommerce usage. The course also focuses on obstacles to eCommerce adoption and its future directions from both a technological and managerial perspective

Duration: 3 Days

Prerequisites:

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

Who Would Benefit:

Business professional interested in obtaining some introductory knowledge of eCommerce

Course Content

- Overview of eCommerce
- The eCommerce Domain
- eCommerce Challenges
- Commerce Technologies: Basic Features and Capabilities
- Strategic Issues and Business Models for eCommerce
- Supply Chain B2B and Auctions
- Intermediation: Disintermediation, Re-intermediation, Cyber-mediation & Portals

Management Strategies for eCommerce

Course Objectives

This course prepares participants to a rich context of strategic issues in eCommerce and eBusiness. It provides an overview of the various strategies and solutions available for building an eCommerce site. Participants will acquire these skills and knowledge through team projects, collaborative learning, and classroom discussion. Case Studies will include success stories, failures and new and evolving business

Duration: 3 Days

Prerequisites:

"eCommerce Fundamentals" course

Who Would Benefit:

Business professional interested in obtaining knowledge of eCommerce

Course Content

- The Components of an eCommerce System
- Formulating an Internet Strategy in a Networked World
- Creating an Integrated eCommerce Strategy
- Ownership Issues
- eStrategy Leadership through a Technology focus
- Development a Market Focus: Sector Strategies in segmenting markets
- Service leadership – Adding value to the customer at every point of contact
- eBranding - The emergence of new global brands
- Formulating an Internet Rollout Strategy
- Waves of the Future – Issues That will shape the Formulation of Strategy
- Views from the Edge – Conversations with Executives

Usability Issues for eCommerce

Course Objectives

This course introduces the various techniques of design, prototyping and evaluation of web sites. It provides participants with the basic principles of screen design, which includes the psychology of interactivity and layout design principles. This foundation takes participants beyond merely producing web sites that utilize the newest dazzling effects. It will help them to understand a site's content conceptually and apply the most appropriate design solution to that specific site. Digital imaging and web design software are introduced as tools for web site design.

Duration: 10 Days

Prerequisites:

Building an Online Business Fundamentals course

Who Would Benefit:

This course is suitable for web designers, developers and project/content managers who have an interest in, or are seeking to change their career focus to, web usability.

Course Content

- Difference between the web and traditional design media
- Web design limitations
- Web Usability Life Cycle
- Creating web graphics using Adobe Photoshop
- Enhancing web design using Macromedia Flash
- Page Design guidelines
- Content Design guidelines
- Site Design guidelines
- Visual Metaphors in Site Navigation
- Using Visual Design to Enhance Usability
- eCommerce sites usability issues
- Accessibility for Users with Disabilities

Audio & Video Technologies for eCommerce

Course Objectives

As electronic communication in an international marketplace continues to make the world seem smaller, it behooves us to develop the skills needed to interact with people using these media across cultural and linguistic divides. This course is designed to provide an introduction to and hands-on experience with many computer and Internet applications that serve as adjuncts to communication. It will help point participants in the right direction, teaching the basics of digital audio and video techniques in a concise and straightforward manner, with animated examples to demonstrate key points. This course will also allow participants to learn how to add digital audio and video to a web page and will give an overview of the different techniques of streaming and live events on the Web. Critical factors for successful business multimedia applications will be examined

Duration: 5 Days

Prerequisites:

"Usability Issues for eCommerce" Course

Course Content

- Introduction to audio & video fundamentals
- Fundamental principles of storytelling in the Digital Audio & Video World
- Methods and formats of delivery
- Fundamentals of editing
- Digital Audio editing using Sound Forge
- Digital Video editing using Adobe Premier
- Digital Audio and Video media on the Web
- Streaming Techniques

Online Payment Methods

Course Objectives

Payment for goods and services is an all-important component in an eBusiness application. This course provides an overview of some common Internet payment methods, standards and infrastructure. It also provides up-to-date information on local vendors offering online payment services

Duration: 2 Days

Prerequisites:

Familiar with eCommerce Fundamentals and the Internet

Who Would Benefit:

Anyone with responsibility for - or interest in - an eCommerce application; including company directors, marketing managers, technical managers and developers.

Course Content

- Get your own web address
- Build your online store
- Select an ISP to host your website
- Secure your web site
 - The risks of e-commerce
 - Digital certificates (Server IDs)
 - How server IDs work
 - Server IDs strengths and varieties
 - Verifying site's security
 - Obtaining your own server ID
- Internet payment processing systems / model
- Understanding the basics of credit card processing
- Merchant accounts
- Payment gateway services
- Internet Merchant accounts
- Credit card processors

Software Tools for eCommerce

Course Objectives

This course will develop skills to evaluate and select from the range of software products used in building, hosting, tracking, monitoring and ensuring secure transactions on ecommerce sites. Software Tools for eCommerce has been developed to meet the increasingly strong demand for people skilled in the design, planning, building and implementation of ecommerce sites on the World Wide Web

Duration: 8 Days

Prerequisites:

Familiarity with Internet technologies.

Who Would Benefit:

This course is for people who want to develop skills and knowledge in the implementation of eCommerce applications on World Wide Web sites.

Course Content

- Apply the concepts and the principles of WWW,
- Set up and maintain a web server,
- Develop database-driven web applications using a formal design method,
- Developing ecommerce systems
- Deploying ecommerce applications
- Emerging technologies to support ecommerce systems

eCommerce Security

Course Objectives

This course discusses extensions to notions of traditional computer security to include current advancements and issues related to commerce and business conducted over nonproprietary networks. We will specifically concentrate on the Internet as the medium of choice. We will discuss issues of secrecy, integrity and availability; threats, vulnerability, control and attacks; encryption and decryption; digital certificates, eCash and signatures; non-repudiation; and legal differences between eCommerce and traditional commerce. This course will address eCommerce (consumer to business) and eBusiness (business to business) as well as the architectural differences that determine particular security solutions.

Duration: 6 Days

Prerequisites:

Familiarity with eCommerce Fundamentals, Internet and networks infrastructure

Who Would Benefit:

Anyone with responsibility for - or interest in - an e-commerce application; including technical managers and developers.

Course Content

- Potential threats
- Security Policies
- Countermeasures
- eCommerce sites security
- Digital certification
- Points of attack – weaknesses in networks
- Network security
 - Firewalls
 - IDS
 - Vulnerability assessment
 - Honeypots
- Operating System Security issues
- eCash

eCommerce Laws and Legal Issues

Course Objectives

This course is designed to give participants an understanding of how the law affects ecommerce. Legal and policy issues important for eCommerce are addressed in this course, including intellectual property rights, restraint of trade issues, access pricing policies, and eCommerce legal security and liability issues

Duration: 2 Days

Prerequisites:

Familiarity with eCommerce Fundamentals and the Internet

Who Would Benefit:

This course is designed for IS/IT Managers, administrators, educators, lawyers, and IT professionals

Course Content

- Introduction to legal issues affecting eCommerce
- Intellectual property, consumer protection and advertisements
- Copyright issues for eCommerce sites
- Trademarks
- Cyber Crime
- International and comparative eCommerce law