

EBI Training Tracks

eCommerce Systems Design & Management Program

Description

This program is directed towards those who want to work in the rapidly expanding field of eCommerce application development. With the explosive growth of the Internet, industries are increasingly employing Internet and related eCommerce technologies for such applications as Web-based retailing, electronic supply chain management, and Web publishing. Reflecting the nature of current Web development, the eCommerce Fundamentals and Technologies Program exposes the participants to a broad and ever-changing mix of technologies, programming languages and tools. Through an enriched learning environment that combines various learning activities, team projects and face-to-face seminars, this program aims to help participants keep abreast with the latest development in the eCommerce field and how to leverage the Internet and implement eCommerce applications to maintain market share and retain customers in the declining market. Participants who have earned this training program will have the skills and knowledge necessary to lead eCommerce application development in large organizations or consulting firms, or establish their own consulting practices in this rapidly growing field.

Duration: 23 Days

Prerequisites:

Participants should have a fundamental knowledge of computers and the Internet

Who Would Benefit:

Technical and non-technical professionals, including marketing, service, business, and technical managers, and individuals who want to understand ecommerce including the underlying technologies, design building blocks, and products used to build solutions

Courses Included:

- eCommerce Fundamentals
- eCommerce Management Strategies
- Basics of Supply Chain Management
- Software Tools for eCommerce
- Usability Issues for eCommerce
- Online Payment Methods
- eCommerce laws and Legal Issues