

E - Commerce

To understand the importance of E- Commerce and its Technology for business & gain a practical orientation to E- Commerce development and Maintenance

Electronic Commerce provides an overview of the fundamental concepts of online marketing, creating a web site, gaining customers.

Objectives

At the end of the course Students will be able to:

- Create a portfolio of the steps required to start-up an on-line business e.g. Consultant fees, hardware and software fees, license fees, etc.
- Research a paper on the benefits or disadvantages of setting up an on-line business versus a store-front business. Which one would you select? Support your response.
- Explain the steps required to set-up your E-commerce website for advertising purposes. You can create a sample website to market your own products or services offered.
- Find at least 2 cases which provide examples of E-commerce violation of laws (such as Federal Trade Commission, Truth-in-lending practice) and explain the significance of those cases, along with the outcome.

Duration: 5 Days (25 Hours)

Date : 10th – 14th Jan 2016

Price : 3500 SR

- Defining E-commerce.
- The Development of E-commerce.
- E-commerce Marketing.
- E-commerce Security Issues.
- E-commerce Security Requirements.
- E-commerce Legal Considerations.
- International Legal Considerations in E-commerce.
- E-commerce Implementation Costs..
- Online Auctions Including E-Bay.
- Customer Service Expectations of the E-commerce Experience Final Exams.

Who the program is for?

- More than 10 years in E-Marketing & E-Commerce.
- Bachelor's degree of E-commerce and Technology.

Who the program is for?

- E-Commerce Directors and Managers
- Sales and Business Development Teams
- Heads of Online
- Web Merchandisers and Store Managers
- Business Owners
- Project Managers

Osool Training

Osool training is a Saudi registered training company holding TVTC licenses. We are providing specialized courses in Management and Finance. As part of its development, Osool Training has developed a range of partnerships with recognized international companies to provide specialized and tailor made courses.

Call for more Information and Registration

Tel. 920005586
Mobile: +966 554456161
info@osooltraining.com
www.osooltraining.com