



E-BUSINESS

OVERVIEW

The course provides an excellent introduction to e-commerce; it presents the framework of e-commerce with all its components and sub-categories, the role of the internet and the use of social networks that contributed to the current success of E-commerce and the key elements of a business model .

EXPECTED OUTCOMES

When participants complete the course, they should be able to do the following:

- Define e-business and e-commerce.
- Describe various categories of e-commerce.
- Identify e-commerce mechanisms.
- Identify benefits and limitations of e-commerce.
- Define e-Marketplace components and participants.
- Classify electronic catalogues.
- Understand the concept of internet and different web platforms.
- Interpret the use of social networks in e-commerce.
- Describe major B2B and B2C models.

AUDIENCE

This course is designed for:

- New entrepreneurs establishing their business
- SMEs targeting e-commerce business
- Fresh graduates who are willing to start their own business
- Undergraduates & university students

INSTRUCTION HOURS

A total of 12 hours including facilitated discussions, group exercises, and online course materials.

Partner

Arab Academy for science & Technology and Maritime Transport

Delivery Mode

Blended Learning (e-learning + facilitator-based)

Language

English

COURSE OUTLINE

- Overview of e-Commerce
 - ✓ Definitions of e-Business and e-Commerce.
 - ✓ How e-commerce is conducted
 - ✓ Framework of e-Commerce.
 - ✓ E-Commerce transactions
- Classification of e-Commerce
 - ✓ E-Commerce mechanisms
 - ✓ E-Marketplace components.
 - ✓ Types of Marketplaces.
- E-Commerce Infrastructure
 - ✓ Internet basics.
 - ✓ Different Web Platforms basics
 - ✓ Social Networks an e-Commerce
- E-Commerce Models
 - ✓ Business model structure.
 - ✓ Key Elements of business model.
 - ✓ B2B business models
 - ✓ B2C business models