



**Asia Masters Center**

## **Professional Diploma In E-Commerce**



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## Professional Diploma In E-Commerce

### ➔ Course Objective

- will learn about cutting edge issues related to
- e-business
- eMarketing, eManagement
- Entrepreneurship
- e-Legal
- e-Ethics
- e-Finance
- e-Security
- eLeadership
- Professionalism

### ➔ Target Audience

- Organizational e-Business Managers
- Team Leaders
- IT Professionals
- Executive Directors
- Operations Directors
- Program Managers
- Research and Development Officers
- Management Consultants and other Contractors

## ➔ Course Outline

### Introduction to Electronic Commerce

- Foundation of electronic commerce
- Definitions and content of the field
- Benefits and limitations
- The driving forces of electronic commerce
- Impact of e-commerce: everything will be changed

### E-Business Technologies

- Retailing in electronic commerce
- Direct marketing
- Online customer service
- Electronic intermediaries
- Reactive electronic department stores
- Internet and extranet
- Architecture of the internet, intranet, and extranet
- Internet software
- Applications of intranets
- Intranet application case study
- Considerations in intranet development
- Extranet products and services
- Applications of extranets
- Business models of extranet applications

### E-Marketing

- Internet consumers and market research
- Building customer relationship
- The consumer behavioral model
- Personal characteristics and the demographics of the internet surfers

- Consumer purchasing decision making
- One-to-one and relationship marketing
- Delivering customer service in cyberspace
- Market research for e-commerce
- Intelligent agents for consumers
- Organizational buyer behavior
- Advertising in electronic commerce (methods and strategies)
- Economics and effectiveness of advertisement
- Online catalogs

### **E-Commerce Management**

- Procurement revolution at general electric
- Characteristics of B2B e-commerce
- Procurement management using the buyer's internal marketplace
- Supplier-oriented marketplace: Cisco online case
- From traditional to internet-based EDI
- Integration with back-end information systems
- The role of software agents for B2B e-commerce
- Solutions of B2B e-commerce

### **Strategic Management for Electronic Commerce**

- Strategic planning for E-Commerce
- Strategy formulation
- Critical success factors for E-Commerce
- Return on investment and risk analysis
- Electronic commerce strategy in action
- The steps to successful E-commerce programs
- Competitive intelligence on the internet
- Implementation: plans and execution
- Managerial issues

### **Legal & Ethical Issues in Electronic Commerce**

- E-commerce legal incidents: Contractual issues in Ecommerce
- Copyright infringement on the web
- Legal, Ethical, and other public policy issues
- Protecting privacy
- Protecting intellectual property
- Free speech, internet indecency, and censorship
- Other legal issues (domain name registration, proposals and bids, licenses, financial services, the use of cookies, and international protection)

### **➤ The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➡ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

**Price (USD)**

**Communicate with the training department  
to know the participation fees**

➤ **There are offers and discounts for groups**

**The details of the bank account**

**Bank name: CIMB Bank Berhad**

**Account name: Asia Masters Center SDN. BHD**

**Bank account number: 80-0733590-5**

**Swift code: CIBBMYKL**

**IBAN: Null**