Asia Masters Center

Introduction To E-Commerce: Options, Technologies And Business Impacts

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➡ Course Objective

➢ This training program is a comprehensive program in E-Commerce and digital business strategy. This program equips the participants to understand the nuances of E-Commerce & Internet based businesses and help them make appropriate business & marketing strategies using all forms of digital media.

➡ Target Audience

➢ Students doing their Graduation/Post graduation in Management, Commerce, Technology, etc.
➢ Working Executives/Managers in Marketing, Advertising, Media, and related domains.
➢ Business owners, Professionals & Entrepreneurs looking to expand/start their business.

Course Outline

- ➢ **Day 1**
- ➢ Understanding Electronic Commerce:
- ➢ Introduction to Electronic Commerce and Electronic Business; Evolution and trends in E-Commerce; Impacts of Electronic Commerce; Market forces driving E-Commerce
- ➢ **Day 2**
- ➢ E-Commerce business models and Strategy:
- ➢ Types of E-Commerce; Strategic Analysis for E-Commerce; E-Commerce business models; Revenue models in E-Commerce; Mobile Commerce; e-Governance; Creating an right E-Commerce model and business strategies for any company.
- ➢ **Day 3**
- ➢ Technology Infrastructure for E-Commerce:
- ➢ Building Website for E-Commerce; Electronic Data Interchange (EDI); Web technologies and hosting for E-Commerce site; Website design best practices; E-Commerce System Applications; Mobile Apps; Managing E-Commerce infrastructure.
- ➢ **Day 4**
- ➢ E-commerce Security Issues & Controls:
- ➢ Understanding security issues in E-Commerce; Security and Control measures in E-Commerce: Cryptography based solutions, security protocols, VPN, Firewall, Digital signature, Digital certificate, Public Key Infrastructure(PKI); Legal issues; Risk Management Plan in E-Commerce.

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- ➢ **Day 5**
- ➢ Electronic Payment Systems Infrastructure for E-Commerce:
- ➢ Payment systems in E-Commerce; Electronic Fund Transfer; Digital currency; Electronic cash; Electronic Payment system and strategies for E-Commerce transactions

➢ **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.

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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**