**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.
* **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 |