Building Blocks for e-Business

eCourses

Duration: 30 mins **Course level:** Introductory **Delivery method:** Online

Introduction

Predictions suggest that online shopping expenditure will double to reach £39 billion by 2010.[1]

Bring your business online and increase your business opportunities.

Building Blocks for e-Business introduces and describes the components necessary to build a successful e-business. It explains how selling online opens up a potentially huge global market and includes helpful guidance on how to make the most of the opportunities offered by the internet.

Who is the course for?

Building Blocks for e-Business is ideal for owners, managers, marketing personnel and sales teams in small to medium sized organisations, particularly those looking to expand and grow their business online.

This course is aimed at individuals with no previous knowledge of e-business and there are no formal entry requirements. It does not focus on any particular industry or sector, so it is relevant to the widest possible audience.

The easy to follow, step-by-step format of this course means people can work at their own pace.

What will you get from this course?

When you have completed this course you will be able to:

- identify the key decisions to make when starting an e-business
- decide a specific set of e-business benefits for your company
- identify the essential components of a company website
- broadly understand the requirements of e-marketing, customer relationship management and e-supply chain
- demonstrate an awareness of the principal risks involved in e-business and the legal issues of doing business online.

[1] Paypal Press Release, Thursday 10 August 2006.

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Course features

Building Blocks for e-Business provides practical guidelines for business professionals interested in exploring the possibilities of e-business. Its aim is to communicate relevant information rather than turn participants into e-business experts.

The way the course is structured means you are in control at all times. Simple graphics and diagrams are used to explain or reinforce new ideas and you can save any notes you make as part of the course.

In addition, the course contains links to external resources such as information on copyright and disability access. There are three PDF documents you can download for future reference including Website checklist, Next steps and Course notes.

The course is available for six months from the date first accessed.

Modules

- Building blocks of an e-business
- The e-business infrastructure
- Managing your e-customers
- Key considerations of e-commerce
- The company website
- e-Marketing
- The e-supply chain
- The legalities of selling online

Other courses you might be interested in

e-Marketing
FrontPage 2000
Legalities of Online Business

Course code: 104119BT001

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