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Course Curriculum



Advanced Skills On E-Business

Course Description:

E-business means electronic business comprises a range of functions and services including buying and selling of goods and services, servicing customers, processing payments, managing production control, sharing information, and many more. Online Business or e-business shares information across the internet. However, trade and commerce denote the exchange of products and services between businesses, groups, and individuals. And e-commerce emphasizes the use of information and communication technology to make relationships of the business with individuals, groups, and other businesses with the help of the internet. But e-business differs from e-commerce as it does not only deal with online transactions of selling and buying of a product or service but it also utilizes digital information and advanced communication technologies to streamline different business processes – from the beginning to the implementation phase. E-business includes a lot of business processes including online order processing, CRM (Customer Relationship Management), supply chain management, and many more. Now it is clear that e-commerce is a part of e-business.

Course Requirements:

- No prior knowledge is required.

Course outline:

- Introduction to E-Business
- Platform of E-Business
- Digital strategies of online business
- Payment system
- Strategic plan to run the business
- Leadership skill
- Practical test to make your own business on online

- Review session

What you'll learn:

- Get the skills to successfully lead teams and develop them to reach the business goal. It is not a digital marketing course. Rather, this is a course of digital business strategies which lead your organization to success.

Who this course is for:

- This course is for senior manager and executive who is leading a team or involve in developing then is the right course for them.

CONTACT US



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