



## Introduction to E-Commerce

This fully online course covers the fundamentals of electronic commerce: identifying a business model for your company, preparing an e-commerce strategic plan, creating a website for an e-commerce venture, putting your business online, the legal issues in electronic commerce, and security of online transactions.

### OBJECTIVES

The course aims to enable participants to:


1. Describe what electronic commerce is – its legal, social and ethical dimensions;
2. Identify business models that will allow you to compete on the Internet;
3. Go through the steps in the e-commerce strategy building process;
4. Prepare an e-commerce strategic plan for your business;
5. Create an effective web site for your business and perform online marketing.

### ADMISSION REQUIREMENTS

Participants should have a basic knowledge of business management and basic computer skills.

Technical requirements for participation are:

Pentium 90 MHz  
Double speed CD-ROM drive  
20 MB of hard disk space  
28.8 KBps modem



Speakers  
Operating system : Windows 95  
Microsoft Office 95 or equivalent  
connection to the Internet  
an email account

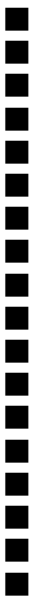
### COURSE STRUCTURE

The course is divided into seventeen modules:

- Module 1: Welcome to Electronic Commerce!
- Module 2: Surfing Cyberspace
- Module 3: What is Electronic Commerce?
- Module 4: Electronic Money, Anyone?
- Module 5: Safe Shopping on the Net
- Module 6: Making E-Commerce Secure
- Module 7: Cyber Law: Legal Issues in Electronic Commerce
- Module 8: New Business Models on the Net
- Module 9: Scanning the E-Commerce Environment
- Module 10: The E-Commerce Strategy Building Process
- Module 11: The E-Commerce Strategic Plan
- Module 12: The E-Commerce Implementation
- Module 13: Creating your own Web Site
- Module 14: Getting Online with your Business
- Module 15: Online Marketing
- Module 16: Mobile Commerce
- Module 17: Social and Ethical Dimensions of Electronic Commerce

Modules are in CD-ROM format. Discussions, both asynchronous and synchronous, are conducted online.





## **FEES (PHP 4,500)**

Fees include the following:

Php100	-	Application/ Registration Fee
Php4,000	-	Course fee
Php400	-	other fees

## **ENROLLMENT/PAYMENT**

Participants may log on to [www.upou.org](http://www.upou.org) for online registration, or visit the Faculty of Management and Development Studies, UPOU HQ, Los Baños, Laguna.

Payments can be done through Philippine National Bank (PNB) and Credit Card.

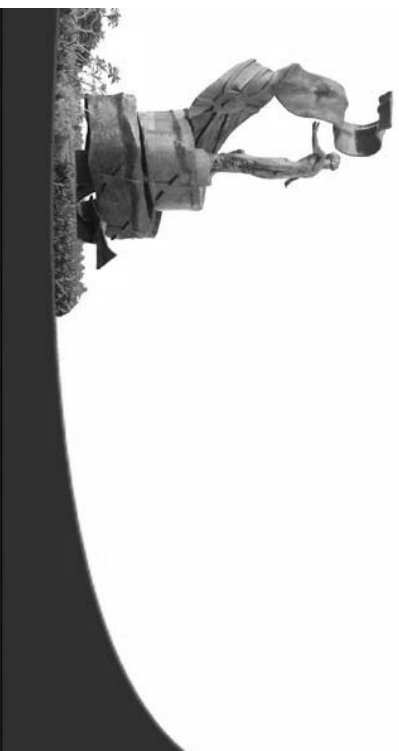
Depository Office: PNB-UP Los Baños Branch  
Account Number: 446-537973-7  
Name of Depositor: UPOU Trust Fund



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# **U.P. Open University Faculty of Management and Development Studies**



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