

Introduction to E-Commerce

- What is Electronic Commerce
- The Importance of the Internet
- Components of e-Business
- Handling Money on the Net

Commercial Opportunities

- Consumer and Business Markets
- Maximizing the Usefulness of an Online Catalogue
- E-Business Prerequisites
- Offering Customer Products on the Internet

E-Commerce Security

- The Benefits of Cryptography and the process of Encryption
- Public-Key Cryptography
- Digital Certificates
- Internet Security Systems

E-Strategy and Implementation

- Available Options
- Best Practices
- Legal Framework
- Constraints

Other E-Business Types

- E-Marketplaces
- E-Banking
- E-CRM
- E-Government
- M-Commerce



E-COMMERCE FOR SMEs COURSE

e-MINDER is a European Union **IST** (Information Society Technologies) project. Its aim is to increase the level of e-Commerce activities in the island and bridge the gap between the more and the least developed European Regions.

The specific objectives of the project are:

- To raise awareness both in the SMEs and citizen sectors and within the education and training structures about the use of ICT and its application to the field of e-Commerce.
- To provide citizens and SMEs with the required service and support to implement their e-Commerce related activities

E-Minder has partners from Cyprus, Spain, and Poland. The e-Minder Cyprus partnership is a synergy of three leading institutions of Cyprus, the University of Cyprus, CYTA and Virtual IT Ltd.

Part of the project tasks is to provide SMEs with training on e-Commerce.

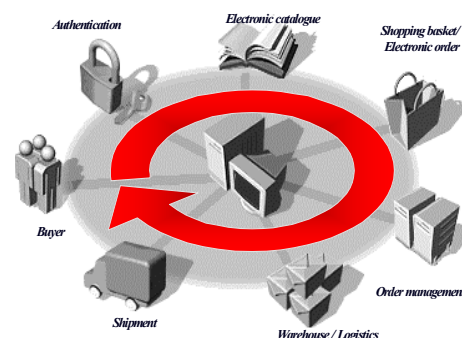
This seminar is provided as a result of the e-Minder findings and will focus on the business uses of electronic commerce, consumer's trends and consumer markets as a revenue source. The seminar also provides an overview of the technologies and risks of on-line systems. Emphasis will be given on how organizations can exploit the opportunities provided by the E-Business revolution.

During the seminar the participants will be made aware of the resources and support that the e-Minder Leveraging Centre offers to simplify the adoption of e-Commerce in their enterprises.

OBJECTIVES

At the end of the seminar attendees will acquire an overall view and the different aspects of e-Commerce. The objectives are:

- Organization will be exposed to valuable business opportunities that ICT and e-Commerce offer
- Encourage the participants to incorporate processes of e-Commerce in their enterprises
- Exploit e-Commerce opportunities
- Gain knowledge on Technical, Payment and Security issues relating to e-Business and the Internet



WHO SHOULD ATTEND

Attendees that can benefit from the seminar, include individuals:

- Responsible for marketing products & services
- Involved in providing customer services
- Involved in the formation of strategies for new line of business
- Information Technology Officers
- Dealing with Commercial transactions
- Dealing with Methods & Procedures
- Selling Products