e-COMMERCE AND THE NEW ECONOMY

As part of the Digital Business & Technology certificate course series, this course investigate business strategies to optimize e-commerce opportunities.

E-COMMERCE AND THE NEW ECONOMY

In today's digital age, you can lead companies forward by integrating information systems with business processes, operations and management.

- Eight (8) hours to complete the course certificate

- Forty (40) hours to complete the five (5) course series certificate

- Self-paced online learning

- Scenarios and cases, videos, activities, questions, feedback, reflections

- Resources, glossary, business statistics, visual maps

INVESTIGATE BUSINESS STRATEGIES TO OPTIMIZE E-COMMERCE OPPORTUNITIES

The e-Commerce and the New Economy course investigates business strategies to optimize e-commerce opportunities. The technology foundations for establishing an e-commerce presence are explored. Technology strategies, platforms, and tactics enable the online shopping experience and empower the business and the consumer to achieve their individual goals in a collaborative environment. Learners also review the impact that online marketing and web site usability have on consumers embracing a company's e-commerce solution.

E-COMMERCE AND THE NEW ECONOMY LEARNING OBJECTIVES

- Investigate e-commerce opportunities and business strategies.

- Explore the structure and costs for establishing an e-commerce operation.

- Examine e-commerce platforms and transaction processing systems.

- Dissect the elements of online marketing for e-commerce success.

- Assess the impact web site usability has on e-commerce success.

WHO SHOULD TAKE THE COURSE?

Undergraduate students can benefit their current studies, future employability, and entrepreneurial thinking by learning about the e-commerce revolution and its role in defining today's economy.

New employees can quickly orient themselves to the components of an e-commerce initiative and how online transactions and relationships can drive business and advance the organization.

Existing employees can better align their activities with others, increase productivity, and identify new business opportunities with a comprehensive view of e-commerce.

The Digital Business and Technology Certificate series is designed in partnership with Harrisburg University of Science & Technology, by a team of subject matter experts with years of experience working on the cutting edge of business technology.

Information Systems' Impacts | e-Business and the Modern Enterprise | e-Commerce and the New Economy | Better Decision Making Using Business Intelligence | Project Success and Innovation

KEY INSTRUCTIONAL FEATURES

Video insight from business leaders – Get real-world perspectives from business leaders and prominent business educators that give a fresh perspective.

Immersive learning activities – Engage in interactive activities that require content exploration and cognitive enagement, resulting in a A deeper level of immersion and comprehension.

Business scenarios – Explore concepts in a real-world context to increase application to the business environment.

Scenario-based assessments – Gauge your level of comprehension and review key concepts with scenario-based assessments that increase context and provide detailed feedback.

KEY ADMINISTRATIVE FEATURES

Easy to access and track - Access online lessons and track activity through a personalized learning management system.

Self-paced courses – Learners take courses in multiple sessions, with the ability to pick up where they last exited through the built-in bookmarking feature.

Leader's guides – Faculty and facilitators can access pre-designed classroom activities to assist with using the online courses in a blended or flipped classroom.