



## CERTIFIED E-COMMERCE CONSULTANT (CEC) TRAINING AND CERTIFICATION EXAM

<b>Course No.</b>	<b>C-CEC-P-JBD-Ver2B</b>
<b>Instructor</b>	<b>AAI Instructor</b>
<b>Descriptions</b>	<p>This is an executive program exploring the world of management consulting. The program is designed to facilitate a framework for providing management counsel to clients, institutions in the public and private sector.</p> <p>Candidates will incorporate the informational fabric from the core curriculum and become open to examples of comprehension in their technical expertise and experience in global consulting roles to organizations.</p> <p>The modules are created to show candidates the key topics of the profession and to discussed, analyzed and understood. Candidates will also be expected to work break out groups and teams to present consulting services to actual clients and prepare solutions to case studies.</p>
<b>Objectives</b>	Attendees of this program will learn about cutting edge issues related to: e-business, e-Marketing, e-Management, Entrepreneurship, e-Legal, e-Ethics, e-Finance, e-Security, e-Leadership, and Professionalism.
<b>Target Audience</b>	<p>This highly practical qualification has been specifically designed for senior level project management professionals including:</p> <ul style="list-style-type: none"> <li>• Organizational e-Business Managers</li> <li>• Team Leaders</li> <li>• IT Professionals</li> <li>• Executive Directors</li> <li>• Operations Directors</li> <li>• Program Managers</li> <li>• Research and Development Officers</li> <li>• Management Consultants and other Contractors</li> </ul> <p>Plus anyone who is involved in e-business or IT project management, or anticipates being involved in e-projects in the future. This program is designed specifically to suit a broad range of professionals, as the program deals with technical project methodologies with a large emphasis on people and soft skills.</p>
<b>Duration</b>	<b>3 Days</b>



<b>Date</b>	See our schedule or please contact AAI Office.
<b>Place</b>	Hotel Sapphire Sky (BSD).
<b>Cost</b>	Please contact AAI office.
<b>Course Contents and Descriptions</b>	<p>This program is delivered using “blended learning”. This involves classroom lecturing, highly intensive case study/role playing reviews, classroom interaction and feedback, and one-on-one coaching from the facilitator.</p> <p><b>A. INTRODUCTION TO E-COMMERCE</b></p> <ul style="list-style-type: none"> <li>• Foundation of electronic commerce</li> <li>• Definitions and content of the field</li> <li>• Benefits and limitations</li> <li>• The driving forces of electronic commerce</li> <li>• Impact of e-commerce: everything will be changed.</li> </ul> <p><b>B. E-BUSINESS TECHNOLOGIES</b></p> <ul style="list-style-type: none"> <li>• Retailing in electronic commerce</li> <li>• Direct marketing</li> <li>• Online customer service</li> <li>• Electronic intermediaries</li> <li>• Reactive electronic department stores</li> <li>• Internet and extranet</li> <li>• Architecture of the internet, intranet, and extranet</li> <li>• Internet software</li> <li>• Applications of intranets</li> <li>• Intranet application case study</li> <li>• Considerations in intranet development</li> <li>• Extranet products and services</li> <li>• Applications of extranets</li> <li>• Business models of extranet applications</li> </ul> <p><b>C. E-MARKETING</b></p> <ul style="list-style-type: none"> <li>• Internet consumers and market research</li> <li>• Building customer relationship</li> <li>• The consumer behavioural model</li> </ul>



- Personal characteristics and the demographics of the internet surfers
- Consumer purchasing decision making
- One-to-one and relationship marketing
- Delivering customer service in cyberspace
- Market research for e-commerce
- Intelligent agents for consumers
- Organizational buyer behaviour
- Advertising in electronic commerce (methods and strategies)
- Economics and effectiveness of advertisement
- Online catalogues

#### **D. E-COMMERCE MANAGEMENT**

- Procurement revolution at general electric
- Characteristics of B2B e-commerce
- Procurement management using the buyer's internal marketplace
- Supplier-oriented marketplace: Cisco online case
- From traditional to internet-based EDI
- Integration with back-end information systems
- The role of software agents for B2B e-commerce
- Solutions of B2B e-commerce

#### **E. STRATEGIC MANAGEMENT FOR E-COMMERCE**

- Strategic planning for E-Commerce
- Strategy formulation
- Critical success factors for E-Commerce
- Return on investment and risk analysis
- Electronic commerce strategy in action
- The steps to successful E-commerce programs
- Competitive intelligence on the internet
- Implementation: plans and execution
- Managerial issues

#### **F. LEGAL AND ETHICAL ISSUES IN E-COMMERCE**

- E-commerce legal incidents: Contractual issues in E-commerce



	<ul style="list-style-type: none"><li>• Copyright infringement on the web</li><li>• Legal, Ethical, and other public policy issues</li><li>• Protecting privacy</li><li>• Protecting intellectual property</li><li>• Internet laws on speech, internet indecency, public protection, and censorship</li><li>• Other legal issues (domain name registration, proposals and bids, licenses, financial services, the use of cookies, and international protection)</li></ul>
<b>Case Studies</b>	Case studies and work group session: Develop a marketing launch plan.
<b>Certification</b>	The participants take the American Academy of Project Management (AAPM) exam for <b>Certified E-Commerce Consultant (CEC)</b> with specified criteria and assignments as requested and stand as pre-requisite by <b>the Board of American Academy</b> .

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