

## **SSM 79 – E-COMMERCE**

Electronic commerce, commonly known as e-commerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown dramatically since the spread of the Internet. A wide variety of commerce is conducted in this way, spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at some point in the transaction's lifecycle, although it can encompass a wider range of technologies such as e-mail as well.

E-commerce or electronic commerce is generally considered to be the sales aspect of e-business and is gradually entering all phases of business as well.

### ***WHO SHOULD ATTEND?***

This course is aimed at junior and mid-level managers who wish to integrate e-commerce practices into their everyday work routines.

### ***COURSE CONTENTS***

#### **Session 1 – Defining Electronic Commerce**

---

- Early development phases
- The historical timeline
- The technological aspect
- Consolidating diverse resources
- Telecommunications networks
- IT developments
- Harmonized business practices
- Standard forms of business data

#### **Session 2 – How does E-Commerce work in practice?**

---

- Networking
- Internet and Intranet
- Electronic Data Interchange (EDIs)
- Value Added Networks (VANs)

## Session 3 – Benefits of E-Commerce

---

- Reducing paperwork and administration expenses
- Reduced manual processing
- Faster response
- Error reduction
- Improved efficiency
- Better cash flow
- Improved business practices