Today, many organizations are shifting their corporate culture to utilizing electronic means for their processes. This affects not only their internal operations, but all those who are a part of their supply chain. This change of doing business is a gradual process due to the many groups that have to be involved in the implementation of such a change.

Although many of the new processes seem almost impossible to implement, investment in new technologies and processes must begin with education. With an understanding of the concepts of electronic commerce and the organizations direction, one can effectively communicate regarding the future.

COURSE OUTLINE

Getting Started with E-Commerce
E Commerce Definition
Internet Access
Integration of Processes
Legislation
Business Relationships

Business and Marketing
Advertising and Marketing on the Web
How to Take an Order
Collecting Payments
Delivering Goods
Following Up with Your Customers

Security
Understand Threats to Information Resources
Assess Current Risk
Process to Manage Risk
Implement Information Production Program

Web Site Essentials
Web Site Design
Considerations

Web Searching
Hands-on Lab in Multiple Search Engines

Electronic Data Interchange (EDI)
EDI Concepts
Standards
Value Added Networks (VAN)
Cost effective Solutions

Financial E-Commerce
Electronic Payments
Financial EDI
Payment-related Information
Credit, Debit, and Smart Cards

COURSE LOCATION AND ACCOMMODATIONS

This program will be offered by the Georgia Tech Electronic Commerce Resource Center (ECRC), which is located at 866 West Peachtree Street, Atlanta, Georgia 30332-0585 near the main Georgia Tech campus.

A Georgia Tech rate has been arranged at the Regency Suites, which is located at 975 West Peachtree St., Atlanta, Georgia, adjacent to the Georgia Tech campus. To receive the discounted room rate, mention that you are attending a Georgia Tech program. Reservations made through a travel agency will not be discounted. For hotel reservations, call 404-876-5003.

COURSE TIMES

This 4-day class will be held Monday through Thursday beginning at 8:00 a.m. and ending at 4:00 p.m. each day.

COURSE FEE

The course fee of $1395 includes all necessary classroom materials. We accept checks made payable to Georgia Tech; or charges to VISA, MasterCard, American Express, or Discover cards. Many courses have limited enrollment and fill quickly. Register early to ensure your place in this program. Please remit payment no later than 10 days prior to the course start date. Advance payment is required to guarantee your place in the class.

REGISTER ONLINE:  
www.conted.gatech.edu/courses/e_commerce/ECOM-200.html