



Certificate in Doing Business Online

Do you want to start your own online business? then this course is for you

Description

More and more businesses are working towards or achieving an online business presence, making the most of rapidly developing technology and the opportunities it offers. In this course, learners will be introduced to some of the types of online business activity, ranging from websites as merely passive information to those offering interactive product customisation and online buying.

Small online businesses using a single website can reach the same global market as a much larger business with a more complex web presence. The cost of marketing and advertising is greatly reduced and expensive retail outlets in prime locations are not needed. The business is available to customers around the clock every day of the year. Online business is particularly attractive to small, specialised businesses that might otherwise have difficulty reaching a specialised but global market. Learners will explore the benefits of having an online presence along with potential difficulties and consider the extent to which an online presence would assist with the achievement of business aims and objectives.

Learning Outcomes

On completion of this unit a learner should:

- 1 Know about different online business activities
- 2 Know what to consider when setting up an online business
- 3 Understand the operation of an online business
- 4 Understand the benefits of an online business presence.

Topics

- Types of online businesses
- Website types for different businesses
- Planning issues
- Staffing
- Identifying and mitigating risks
- Operational and Financial Issues
- Benefits of online presence

Duration: 4 Weeks,

Delivery Method: Face-to-Face instruction and Live Online
Instructor-Led

Face-to-Face Programmes	Live Online Instructor-Led
Registration Fee: J\$1,000.00	Registration Fee: J\$1,000.00
Cost - \$25,000 per person	Cost - \$22,000.00 per person

Date: See summer schedule at www.captech.edu.jm/summer.php

For registration and payment details visit:

<http://captech.edu.jm/apply.php>