



## Online Course in eBusiness and eCommerce

Presented by the Department of Informatics, University of Pretoria

5 ECSA CPD Points

The **Online Course in eBusiness and eCommerce** focuses on optimising customer relationship management in an online environment by examining eBusiness and marketplace models, eBusiness strategies, eMarketing and procurement in some detail. The initial investment for an eBusiness start-up is generally lower than starting a traditional business, and with technology becoming more advanced and easier to obtain, the barriers to opening a business have been significantly reduced or even removed. Because buyers and sellers can transact at any time and from anywhere, eBusiness and eCommerce not only provide cost-saving advantages, but also make goods and services accessible on a global scale.

### Course content

- Introduction to e-Business and e-Commerce
- e-Business and marketplace models
- e-Business infrastructure
- e-Business Strategy
- e-Marketing

### Learning outcomes

After successfully completing this course, you will have the knowledge to create and run an e-business.

### Who should enrol?

This course is ideal for you if you are an aspiring business owner and anyone interested in learning how to create and run an online business.

### Course fees

**R2 875. 00 per delegate (VAT incl.)**

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

### Admission requirements

Prospective delegates should at least have a a National Senior Certificate (Grade 12) or equivalent qualification.

### Accreditation and certification

Enterprises University of Pretoria (Pty) Ltd is wholly owned by the University of Pretoria. As a public higher education institution, the University of Pretoria functions in accordance to the Higher Education Act 101 of 1997. Enterprises University of Pretoria offers short courses on behalf of the University and these short courses are not credit-bearing, and do not lead to formal qualifications on the National Qualifications Framework (NQF) – unless stated otherwise. Delegates who successfully complete a short course and comply with the related assessment criteria (where applicable) are awarded certificates of successful completion and/or attendance by the University of Pretoria.

### Registration and enquiries

#### Client Information Centre

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#### Course leader

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*Shifting knowledge to insight*

