

Learn more.

Tools and Fundamentals of E-Business

A Certificate Program that prepares you for business online

Stay ahead. E-Business is at the heart of a rapidly expanding, innovative revolution in conducting business today, and represents the fast growing new channels of targeted access, communication, sales and delivery for a company's brand development, products and services. In today's fast-paced world of continuous technological development and change, you need to know the latest thinking on best practices for **E-Business**.

The route to E-Business success is not straightforward and similarly fraught with difficulties in selecting the correct strategic direction to survive in an increasingly harsh competitive environment.

This foundation of this course covers the essential strategic and financial concepts, tools and functions of E-Business, as well as addresses its basic role within the structure of marketing, including its programs, product and business objectives.

The University of Toronto, School of Continuing Studies is pleased to offer a unique and powerful course in **E-Business** that will give you the necessary tools, fundamentals and insights to design, conduct and manage a business online.

The **Tools & Fundamentals of E-Business** course, will be taught this fall by Stephan Serwe, a senior marketing executive and marketing consultant experienced in international consumer marketing with globally leading consumer products organizations and who has hands-on experience in various e-businesses with different e-business models.

To **Learn more** visit learn.utoronto.ca/bps/web or call 416-978-2400.

Course	Dates	Course Number
Tools & Fundamentals of E-Business	Tuesday 16 Sep 2008 to 9 Dec 2008 6:00PM - 9:00PM	2115 - 007

In these practical course programs, you will:

- Learn and understand the importance of E-Business in today's competitive global environment
- Understand the fundamental differences between E-Business and E-Commerce
- Get the latest on new E-Business technologies, including blogging, podcasting and e-marketing techniques such as search engine marketing (SEM), search engine optimization (SEO), viral and social marketing
- Develop familiarity with the overall E-Business process and with fundamental E-Business concepts
- Learn a structured approach to plan and implement, assess and improve E-Business strategies for different types of organizations
- Acquire the ability to apply the E-Business process to practical business problems and situations.

Learn more. Innovate more. Inspire more. Share more. Enjoy more.

