

MANAGEMENT/ADMINISTRATION

CEC

Certified Ecommerce Consultant (CEC)

CEC Designations is a distinction that involves an understanding of running a successful business. CEC™ holders have a broad training in Internet Management, Law, Marketing, Financial, and other MBA type skill sets. The CEC Consultant is professional designation which is a supplement to traditional education. The CEC shows that you have gone the extra mile in the ecommerce area. Universities do not traditionally offer. We are at the top of our field. We are the strongest and only global board of standards for managers, executives, and administrators. However, we encourage all to attain a traditional education at an accredited college or university because we fully accept the training and competency testing at accredited institutions.

Certification Issued By

Leadership & Management Global Organization (LMGO - Switzerland) The Leadership and Management Global Organization (LMGO ®) is a global provider of leadership development and management research and certifications. Ranked among the world's top providers of executive accreditation and standardization, LMGO helps clients leverage leadership and management to drive results that matter.

Membership Benefits

High Authority Council for Arab Managers HACAM believes that this certificate will be a valuable resource for professionals within the Arab world in order to understand how these and other processes for organizational improvement are interrelated. HACAM provides training program in the Middle East and targets Managers of quality-focused organizations/industries, professionals aiming to increase their effectiveness/ productivity and anyone interested in the field of quality.

Who Should Attend?

This highly practical qualification has been specifically designed for senior level project management professionals including:

- ✓ Organizational e-Business Managers
- ✓ Team Leaders
- ✓ IT Professionals
- ✓ Executive Directors
- ✓ Operations Directors
- ✓ Program Managers
- ✓ Research and Development Officers
- ✓ Management Consultants and other Contractors

Plus anyone who is involved in e-business or IT project management, or anticipates being involved in e-projects in the future.

CEC Training Style

The CEC Training Style This program is delivered using “blended learning”. This involves classroom lecturing, highly intensive case study reviews, classroom interaction and feedback, and one-on-one coaching from the facilitator.

Learning Outcome

By Attending This Program Attendees of this program will learn about cutting edge issues related to: e-business, eMarketing, eManagement, Entrepreneurship, e-Legal, e-Ethics, e-Finance, e-Security, eLeadership, and Professionalism.

Eligibility

You are qualified to take this certification if you have any of the below requirements:

- ✓ Must have at least one year experience in related field
- ✓ Bachelors or Masters Degree

Course Parts

- ✓ Introduction to Electronic Commerce Foundation of electronic commerce
 - Definitions and content of the field
 - Benefits and limitations
 - The driving forces of electronic commerce
 - Impact of e-commerce: everything will be changed
- ✓ E-Business Technologies Retailing in electronic commerce
 - Direct marketing
 - Online customer service
 - Electronic intermediaries
 - Reactive electronic department stores
 - Internet and extranet
 - Architecture of the internet, intranet, and extranet
 - Internet software
 - Applications of intranets
 - Intranet application case study
 - Considerations in intranet development
 - Extranet products and services
 - Applications of extranets
 - Business models of extranet applications
- ✓ E-Marketing Internet consumers and market research
 - Building customer relationship
 - The consumer behavioral model
 - Personal characteristics and the demographics of the internet surfers
 - Consumer purchasing decision making
 - One-to-one and relationship marketing
 - Delivering customer service in cyberspace
 - Market research for e-commerce
 - Intelligent agents for consumers

MANAGEMENT/ADMINISTRATION

- Organizational buyer behavior
 - Advertising in electronic commerce (methods and strategies)
 - Economics and effectiveness of advertisement
 - Online catalogs
- ✓ E-Commerce Management Procurement revolution at general electric
 - Characteristics of B2B e-commerce
 - Procurement management using the buyer's internal marketplace
 - Supplier-oriented marketplace: Cisco online case
 - From traditional to internet-based EDI
 - Integration with back-end information systems
 - The role of software agents for B2B e-commerce
 - Solutions of B2B e-commerce
 - ✓ Strategic Management for Electronic Commerce
 - Strategic planning for E-Commerce
 - Strategy formulation
 - Critical success factors for E-Commerce
 - Return on investment and risk analysis
 - Electronic commerce strategy in action
 - The steps to successful E-commerce programs
 - Competitive intelligence on the internet
 - Implementation: plans and execution
 - Managerial issues
 - ✓ Legal & Ethical Issues in Electronic Commerce
 - E-commerce legal incidents: Contractual issues in Ecommerce
 - Copyright infringement on the web
 - Legal, Ethical, and other public policy issues
 - Protecting privacy
 - Protecting intellectual property
 - Free speech, internet indecency, and censorship
 - Other legal issues (domain name registration, proposals and bids, licenses, financial services, the use of cookies, and international protection)

How To Register?

- ✓ [Register Online](#) or
- ✓ Fill-up the [registration form](#) and visit the Institute, with the following requirements then pay the necessary fees.
 - passport copy
 - 1 copy of passport size photo
 - eligible certificate copy

Contact Us

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