

# ENTERPRISE AND E-COMMERCE MANAGEMENT BOOTCAMP

## CREATE NEW OPPORTUNITIES FOR YOU AND YOUR ENTERPRISE

### Intended Audience

- Executive staff and general management
- E-Commerce strategists and practitioners
- Business owners
- Operations and customer support management

**Receive an Achievement Award in Just One Week!**

## Enterprise and E-Commerce Management Boot Camp

This intensive one-week program, February 10 – 15, exposes you to the ideas and practices of Silicon Valley's leading experts in the areas of business strategy, organizational development, project management, customer service, metrics management and branding.

You will learn business concepts and techniques that will help you run a more effective business and/or advance your career. In addition to hands-on, practical learning you will spend two evenings networking with Silicon Valley professionals. If you can't afford to spend three months of your time, then this fast-paced, one-week program is for you.

Complete these six Enterprise and E-Commerce (EECM) certificate courses and receive the Enterprise Management Achievement Award, all in six days.

## Enterprise and E-Commerce Management (EECM) Certificate and Achievement Awards

The EECM certificate, and additional achievement awards, are designed for those who want a strong foundation in deploying, managing and evolving e-commerce within their organizations.

For more information please call Debbie Cortez at 408-519-1275 or visit on the web at [www.profdev.sjsu.edu](http://www.profdev.sjsu.edu) and [ecmtraining.com/sjsu/bootcamp/](http://ecmtraining.com/sjsu/bootcamp/).

## COURSE SCHEDULE

### Enterprise and E-Commerce Management: The Big Picture \$525

February 10 and 15, 9:00 a.m. – 5:00 p.m.

Whether you're an expert or a novice, you'll establish a strong foundation in enterprise and e-commerce management and open your mind to a number of new ideas, models and concepts of the Internet age. You'll receive a copy of the book E-Volve-or-Die.com.

### Organizational Alignment \$365

February 11, 9:00 a.m. – 5:00 p.m.

Learn how to bring your companies vision, mission, values, strategy, structure, process, leadership and people into alignment.

### Successfully Managing an E-Commerce Project within Your Company \$365

February 11 and 13, 6:00 – 9:30 p.m.

Learn how to get started, how to gain support, and how to mobilize your company to take action on your projects.

### Selecting and Implementing Customer Relationship Management Tools \$365

February 12, 9:00 a.m. – 5:00 p.m.

Learn techniques for evaluation your existing tools, defining your requirements, selecting and implementing your new CRM tools.

### Metrics: Measuring the Effects of E-Commerce Changes \$325

February 13, 9:00 a.m. – 4:30 p.m.

Learn how to develop metrics that measure the changes in the business processes used for e-commerce and that are still linked to the overall measurements model of the business.

### Online Brand Building \$325

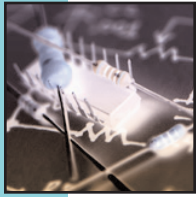
February 14, 9:00 a.m. – 4:30 p.m.

Learn specific strategies for building new online brands and extending existing brands on the Web.

### Enterprise Management Achievement Award Cost

- International Program Registration fee: \$2870 (includes application fee and tuition)
- Domestic Program Registration fee: \$2270

For more information, email [ecom@profdev.sjsu.edu](mailto:ecom@profdev.sjsu.edu).



# Discover Silicon Valley

## The Computer Capital of the World

Whether it's fine dining, performing arts, shopping, outdoor recreation or beautiful weather, Silicon Valley offers it all. Go to [www.explorepublishing.com](http://www.explorepublishing.com) to help you plan your stay.

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suites featuring Internet-connected DSL, go to [www.explorepublishing.com](http://www.explorepublishing.com) and click on Lodging.

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