

ENTERPRISE MANAGEMENT BOOTCAMP

CREATE NEW OPPORTUNITIES FOR YOU
AND YOUR ENTERPRISE

Intended Audience

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

Receive an
Achievement
Award in Just
One Week!

Enterprise Management Boot Camp

This intensive
one-week program,
June 23–28 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 (ECM) certificate courses and receive the Enterprise Management achievement award, all in six days.

Enterprise and E-Commerce Management (ECM) Certificate and Achievement Awards

The ECM certificate and additional achievement awards are designed for you to obtain a strong foundation in deploying, managing and evolving e-commerce within your organization.

For more information please go to ecmtraining.com/sjsu/bootcamp/, www.profdev.sjsu.edu or call Debbie Cortez at 408-519-1275.

COURSE SCHEDULE

Enterprise and E-Commerce Management: The Big Picture \$450

June 23 and 28, 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.

Strategic Alliances and Corporate Partnering \$275

June 24, 9:30 a.m. – 4:30 p.m.

Business is about relationships. Knowing who to partner with to increase your revenue and/or extend your product's capabilities is key.

Metrics: Measuring the Effects of E-Commerce Changes \$275

June 24 and 26, 6:30 p.m. – 9:30 p.m.

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

Selecting and Implementing Customer Relationship Management Tools \$295

June 25, 9:00 a.m. – 5:00 p.m.

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

ECM User Interface Strategy, Design and Development \$295

June 26, 9:00 a.m. – 5:00 p.m.

Obtain a strong foundation for the understanding of how to strategize and develop a Web-based user interface and how a user interface affects a company and its customers.

Successfully Managing an E-Commerce Project within Your Company \$295

June 27, 9:00 a.m. – 5:00 p.m.

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

Enterprise Management Achievement Award Cost

- Domestic Program Registration fee: \$1885
- International Program Registration fee: \$2485
(includes application fee and tuition)

For more information, e-mail 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 to help you plan your stay.



Dining San José and Silicon Valley offer a wide variety of dining experiences, including four star restaurants. You'll find everything from brew pubs to the finest French eateries.

Shopping San José boasts the newest and finest shopping centers. Santana Row is the hub of the South Bay's shopping universe with stores that redefine style. But if it's antiques you're after, or a day at the flea market—we have that, too.

Lodging From economy to luxury, for a list of local motels, hotels and executive

suites featuring Internet-connected DSL, go to www.explorepublishing.com and click on Lodging.

Performing Arts San José and Silicon Valley are home to world-class performing arts venues—opera, ballet, live theater and IMAX movies.

Museums Whether it's history, nature, technology or art, explore San José's museums and exhibits, including the Tech Museum and the Winchester Mystery House.

Sports If it's sports you like, you are in paradise—locally

you will find professional baseball, basketball, football, hockey and soccer.

Outdoor Recreation For detailed information about our local beaches, gardens, golf courses, horseback riding, hiking and running trails, parks and preserves, visit www.explorepublishing.com.

Nearby Areas Don't forget! We are close to San Francisco, Monterey Bay, Santa Cruz, Sonoma, Napa Valley, Berkeley and much, much more.

Plan to stay. Plan to play.



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