San José State
UNIVERSITY
PROFESSIONAL DEVELOPMENT

San José State University Professional Development presents

E-Commerce Management Certificate Program

Boost your career—prepare yourself for exciting new opportunities in the business world

www.profdev.sjsu.edu

Learn how e-commerce is changing the face of business.

Put your career on a fast track by updating your skill set. In addition to lectures, courses use hands-on activities, case studies and individual and group assignments to foster learning. Our faculty is entirely composed of working professionals. Exposure to their practical expertise is why our students continue to say "the ECM program stands out above the rest."

Prepare
Advance
Explore
Improve

Electronic Commerce Management
The Way to the Future

Learn to plan, deploy and manage e-commerce projects

The Electronic Commerce Management (ECM) program provides the knowledge and high-level tools that enable you to create, maintain and evolve e-commerce strategy and business solutions within a company.

E-commerce changes how you conduct business, improve information flow and business processes, and utilize technology to provide business solutions.

E-commerce offers new career tracks for individuals with the knowledge to think outside their traditional paradigms.

"After one intensive term in the ECM program I applied for and was offered positions at both startups and mature companies in the industry."

—Chuck Gilbert
ECM graduate

The ECM program courses are presented by practicing professionals and emphasize real-world skills you can immediately apply in the workplace. They provide you with a way to:

• Energize your career
• Improve job skills
• Explore new careers
• Justify a promotion
• Expand your professional network

If you are looking for ways to use the Internet to improve the way your company does business, the ECM program is for you.

Who Should Attend?

Typically there are three types of ECM students:

■ Those who are updating skills for a job they already have
■ Those training for new job responsibilities, such as a promotion or transition
■ Those who are changing jobs, or are laid off and need new knowledge to advance their careers

The list of who should attend includes, but is not limited to:

■ Executive staff/general management
■ Customer support management and staff
■ Web content managers
■ Operations managers/business owners
■ Information systems managers
■ E-commerce strategists and practitioners

Electronic Commerce Management
Program Objectives

"After one night in the course, my eyes were opened to a problem at work. I intervened at the right time and we still launched our channel site on time and on budget."

—Julie Clark
ECM graduate

Gain a strong e-commerce management foundation

Earning the ECM Certificate represents concentrated specialized study that complements and expands your existing knowledge and skills. Courses focus on what you need to meet job and career requirements and goals.

Program Objectives

- Gain a strong e-commerce management foundation
- Plan and deploy e-commerce projects
- Evolve and manage e-commerce within your organization
- Understand and apply new business models on the Internet
- Gain an appreciation of customer service in the total e-commerce cycle

- Analyze and understand proposed e-commerce laws and regulations
- Appreciate the role that technology plays in e-commerce
- Gain incremental knowledge in various e-commerce disciplines that help in your current and future work environment
- Point yourself in the direction of continued ECM self-education

Networking Opportunities

As a participant in the ECM program, you will network with other adults making career growth education a priority, be eligible for career-planning resources, demonstrate professional competency to your employer and document your achievements.
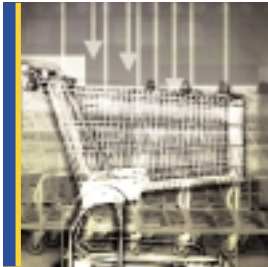
E-Commerce Jobs

The ECM program can help prepare you for a job in e-commerce. The following positions are just a sample of the opportunities:

- Management positions in an e-commerce company
- E-commerce program/project manager
- E-commerce practitioner/consultant
- Product marketing manager in an E-commerce company
- Customer business solutions manager
- Web site business or content manager
- Internet marketing/sales representative

Electronic Commerce Management
Faculty

The emphasis is on practical skills you can immediately apply in the workplace

"The ECM program is a unique learning opportunity that should not be missed…I have also gained invaluable exposure to the minds of the leaders in the e-commerce world here in Silicon Valley."

—Larry Caldera
ECM graduate

Learn from industry experts from the commercial world of e-commerce. These business professionals are implementing, managing and evolving e-commerce systems as part of their day-to-day jobs. The emphasis is on real-world skills you can immediately apply in the workplace. Instructors bring genuine e-commerce experience, not just theory, to the classroom.

In addition to lectures, courses use hands-on activities, case studies and individual and group assignments to foster learning.

The coordinator and creator for San José State University's Electronic Commerce Management certificate program is Mitchell Levy, president of ECnow.com, author of *E-Volve-or-Die.com* and *Value Framework*™, instructor, and a speaker on various aspects of ECM.

Registration

Questions?
Send an e-mail message to ecm@profdev.sjsu
Check www.ECMtraining.com/sjsu

To Register
To register go to www.profdev.sjsu.edu, click on Contact Us, then Registration.

Jump-start your career today**!**

Electronic Commerce Management
Certificate Requirements

To receive the Electronic Commerce Management Certificate, you must complete a total of 12 CEUs. (CEUs are Continuing Education Units and are nationally recognized units of credit for professional development).

Courses may be taken as requirements to complete the ECM certificate program or as stand-alone courses to sharpen your existing proficiency.

ECM Achievement Awards Requirements

ECM Achievement Awards can be earned in a specialty. Courses taken for an achievement award may also be used to fulfill the requirements of the E-Commerce Management Certificate.

Advanced Certificate in E-Commerce Management Requirements

The Advanced ECM Certificate is designed for those who want a strong foundation in deploying, managing and evolving e-commerce within their corporations, coupled with a specialization in three or more ECM disciplines. They are comprised of the Electronic Commerce Management Certificate and at least two Electronic Commerce Management Achievement Awards. Combining the ECM certificate with the achievement awards will allow you to fine-tune your ECM skills for a vast array of options.

For current course details, go to www.ecmtraining.com/sjsu, then click on Courses, or request a free catalog at 408-519-1272 or e-mail info@profdev.sjsu.edu.

Prerequisites

The ECM certificate program is designed for someone who has a need for a well-rounded e-commerce education. You should have:

- Two-three years of business experience
- Knowledge of basic business processes
- An awareness of Internet technologies (not necessarily technical knowledge)
- The ability and desire to succeed in self-supervised team environments
- Significant access to the Web and e-mail

Most classes require outside class time to complete necessary assignments.