

The Importance and Results of Good Training in E-Business



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Objectives of the Paper

- To provide an understanding of the need for e-business training in the workplace
- To highlight the importance of acquisition of e-business skills
- To emphasize the role of e-business training in achieving corporate goals

Why E-Business Training & Learning (1)

- Rapid changes in technology
- Changes in:
 - Trading patterns
 - Consumer demands
- Need for skills for sustainable employment
- Requirement of modern skills throughout working lives
- Increasing risks and regulation of online activities.

Why E-Business Training & Learning (2)

- Businesses require skilled workforce to:
 - Take advantage of new technologies
 - Compete globally
 - Retain more productive workers
- Employees need new skills:
 - For sustainable employment
 - To attract higher pay
 - To cope with modern technologies in the workplace

Main Aims of E-Business Training

- The aim of vocational training in e-business should be to:
 - Assess e-business skill needs in industry
 - Transform e-business education
 - Provide employer-endorsed vocational learning
 - Deliver training packages that enable trainees “ learn and earn ”
 - Enable effective global competition

Causes of Lack of Interest in E-Business Training

- Take-up of E-Business training may be constrained by:
 - Lack of realisation of benefits
 - Lack of or inadequate information on training programmes
 - Time constraint
 - Funding requirements
 - Low-paid workers
 - Small organisations
 - Fear of disruption to work patterns



Planning Stage

- Provide e-business skill needs analysis
- Advise employers on the required levels of training
- Identify trainers that will meet those needs
- Link training and learning to overall corporate goals

Benefits of E-Business Training (1)



- E-Business training and learning will:
 - Develop specialist in e-business practice
 - Implement new work-based learning opportunities
 - Help organisations to exploit full potentials of e-business
 - Enable employers achieve increased workforce skills

Benefits of E-Business Training (2)

- Corporate cost reduction
- Increased turnover/profits
- Corporate access to global markets
- Protection of corporate online image
- Compliance with legal and regulatory requirements



Focus of Training Packages

- Training packages should:
 - Focus on work-based learning
 - Close collaboration with employers
 - “ Earn and Learn ” concept
 - Satisfy need of employees and employers
 - Provide a pathway for lifelong learning
 - Ensure a flexible mode of learning
 - Accommodate different types of learning needs

E-Business Training: Key Areas

- E-Business Security
- Data & Records Management
- Legal & Regulatory Framework for E-Business
- E-Marketing
- Online & E-Contracts
- Consumer Protection Issues
- Online Intellectual Property Right Protection



Training Methods

- Use methods and techniques that:
 - Have maximum impact on trainees
 - Provide trainees work-related learning
- Available options
 - In-company training & learning
 - General courses
 - Distance learning courses with study days
 - Online courses

Assessment of Learning



- Assessment Methodology
 - Portfolio of evidence
 - Demonstration of achievement
 - Preparation of reports
 - Evaluation of information
- Moderation
 - Tutor marked
 - Internally moderated
 - Externally moderated



Periodic Review of Training Courses

- Monitor and review training to:
 - Maintain effectiveness of training goals
 - Determine adequacy of training
 - Identify gaps
 - Determine changes that may be necessary
 - Implement appropriate changes



Certification Routes

- E-Business Certificates
- Diplomas in E-Business
- Vocational Foundation Degrees
 - Progression to a degree programme
- Accredited Qualification by an awarding body
- E-Business Centre of Excellence

Case Study 1

In-company Training on E-Marketing

- Why in-company training?
- Coverage
 - Database Management
 - Direct Marketing
 - E-mail Marketing
 - Web-based Marketing
 - Mobile Marketing

Case Study 2

Distance Learning Course on E-Security

- Why a distance learning course for e-security?
- Coverage
 - ISO 17799
 - Personnel Security
 - Employees' information/network security responsibilities
 - Physical and Environmental Security
 - E-Security Safeguards
 - Access & Identity Management
 - Monitoring and reviewing controls

Case Study 3

Online Training on E-Contracts

- Why online training?
- Coverage
 - Formation of E-Contracts
 - Email contracts
 - Web-based contracts
 - Confirmation/Acceptance
 - Right to withdraw
 - After sale services
 - Complaint handling

Case Study 4

General Course on Legal & Regulatory Framework

- A General Course – the rules are the same for all organisations
- Coverage
 - Data protection Rules
 - E-Communication Rules
 - E-Payment Acceptable Practices
 - Consumer Protection Laws
 - Distance Selling Rules
 - Online Copyright and Trademark Rules

E-Business Training and Learning: A Must in Today's E- Age



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