ITU Centres of Excellence Network for Africa

Digital Bridge Institute

Face-to-Face (Blended) Training Course on

E-COMMERCE SOLUTIONS FOR SMALL AND MEDIUM ENTERPRISES

Abuja, Nigeria

19-23 August 2019

TRAINING OUTLINE

COURSE DESCRIPTION

Title	E-Commerce Solutions for Small and Medium Enterprises
Objectives	This course will assist participants gain knowledge and understanding in the application of E-Commerce Solutions as well as their functionalities for small and medium enterprise. Participants will be introduced to Wordpress and its application as a tool in E-Commerce Solutions.
Dates	19 - 23 August 2019
Duration	Five (5) days
Registration deadline	16 August 2019
Training fees	USD200
Course code	19BD24326AFR-E

LEARNING OUTCOMES

Understand the use and applications of the basic, intermediate and advance features of the component software of Microsoft office Productivity Suite.

- Introduction to e-commerce
- What is E-commerce
- Analysis of E-commerce platforms
- The uniqueness of E-commerce
- Why E-commerce is important to SMEs
- Setting up Automation
- Developing Call-To-Action
- Designing lead capture
- Setting up conversion metrics
- Creating SEO-friendly contents
- Manage online Reputation

- Consistency in promotion
- Becoming Virtually impossible to beat
- Hashtags
- Introduction to SEO
- Positioning your website with SEO
- Practical session on WordPress and SEO

TARGET POPULATION

This training is targeted at entrepreneurs of small and medium enterprises. The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general

TUTORS/INSTRUCTORS

NAME OF TUTOR(S)/INSTRUCTOR(S)	CONTACT DETAILS
Mr. Chukwuemeka Nzeih	cnzeih@dbi.edu.ng
Mr. Tosin Odelele	tosinodedele@hotmail.com

EVALUATION

A qualitative and quantitative evaluation approach would be adopted for this course. Thus, participants in this course would be evaluated based on the completion and performance in the module quizzes and assignment carried out at the end of each module. Also, class participation and attendance would also count towards the final evaluation.

TRAINING SCHEDULE AND CONTENTS / AGENDA

Training schedule and content (face-to-face training)

DAY	MODULE TITLE	TOPICS
1	**Module 1: Introduction to e-commerce**	- What is E-commerce - Analysis of E-commerce platforms - The uniqueness of E-commerce - Why E-commerce is important to SMEs - Introduction to e-commerce
2	**Module 2: Email Marketing**	- Setting up Automation - Developing Call-To-Action - Designing lead capture - Setting up conversion metrics
3	**Module 3 : Brand Visibility**	- Creating SEO-friendly contents - Manage online Reputation - Consistency in promotion

		▪ Becoming Virtually impossible to beat ▪ Hashtags ▪ The art of choosing images and videos ▪ Where to get free images and videos for your website ▪ Design with Canva ▪ Creativity with pictures
4	**Module 4: SEO Content & Creating SEO-friendly contents**	▪ Introduction to SEO ▪ Positioning your website with SEO ▪ Practical session on WordPress and SEO
5	**Module 5: Domain registration & Web hosting**	▪ Choosing a domain name for your website ▪ How to register a domain name ▪ Where to buy domain names ▪ An overview of Web Hosting ▪ Hosting companies in & outside Nigeria ▪ Criteria to consider when choosing a hosting company ▪ Hosting your WordPress website (practical session)

Agenda (for face-to-face trainings)

Date for 1st day	Time; Start time	Topics/Activities
17 June 2019	9.00 am – 10.00 am	Registration
	Morning Session 10.00 am – 11.00 am	• What is E-commerce • Analysis of E-commerce platforms in Nigeria • Analysis of E-commerce platforms outside Nigeria
	TEA BREAK	11.00 am – 11.30 am
	Afternoon Session 11.30 am – 1.30 pm	• The uniqueness of E-commerce • Why E-commerce is important to SMEs
	LUNCH	1.30pm – 2.30pm
	Afternoon session 2.30pm – 4.30pm	▪ A critical look at E-commerce sites built with WordPress ▪ Benefits of having a WordPress E-commerce site.
	TEA BREAK	4.30pm – 5.00pm

Date for 2nd day	Time; Start time	Topics/Activities
18 June 2019	Morning Session 9.00 am – 11.00 am	▪ Setting up Automation ▪ Setting up conversion metrics
	TEA BREAK	11.00 am – 11.30 am
	Afternoon Session 11.30 am – 1.30 pm	▪ Developing Call-To-Action
	LUNCH	1.30pm – 2.30pm
	Afternoon session 2.30pm – 4.30pm	▪ Setting up conversion metrics ▪ Designing lead capture
	TEA BREAK	4.30pm – 5.00pm
Date for 3rd day	**Time; Start time**	**Topics/Activities**
19 June 2019	Morning Session 9.00 am – 11.00 am	▪ Creating SEO-friendly contents
	TEA BREAK	11.00 am – 11.30 am
	Afternoon Session 11.30 am – 1.30 pm	• Manage online Reputation • Consistency in promotion
	LUNCH	1.30pm – 2.30pm
	Afternoon session 2.30pm – 4.30pm	▪ Becoming Virtually impossible to beat
	TEA BREAK	4.30pm – 5.00pm
Date for 4th day	**Time; Start time**	**Topics/Activities**
20 June 2019	Morning Session 9.00 am – 11.00 am	▪ Introduction to SEO
	TEA BREAK	11.00 am – 11.30 am
	Afternoon Session 11.30 am – 1.30 pm	▪ Positioning your website with SEO
	LUNCH	1.30pm – 2.30pm

	Afternoon session 2.30pm – 4.30pm	▪ Practical session on WordPress and SEO
	TEA BREAK	4.30pm – 5.00pm
Date for 5th day	**Time; Start time**	**Topics/Activities**
21 June 2019	Morning Session 9.00 am – 11.00 am	▪ Choosing a domain name for your website ▪ How to register a domain name ▪ Where to buy domain names ▪ An overview of Web Hosting
	TEA BREAK	11.00 am – 11.30 am
	Afternoon Session 11.30 am – 1.30 pm	▪ Hosting companies in & outside Nigeria ▪ Criteria to consider when choosing a hosting company
	LUNCH	1.30pm – 2.30pm
	Afternoon session 2.30pm – 4.30pm	▪ Hosting your WordPress website (practical session)
	CLOSING CEREMONY	4.30pm – 5.00pm

METHODOLOGY

Combination of face-to-face training course with online test at the end of the training (Blended training). Instructor-led presentations, case studies, assignments, daily online tests.

All announcements for all events (materials, quizzes and forums) will be given several days prior to the event by the training tutor.

TRAINING COORDINATION

Training Coordinator:	**ITU coordinator:**
Mr. Yakubu Maitalata Head, Training and Education Unit, DBI Tel: +234 09 290 4968 Mobile: +234 805 974 5275 Email: ymaitalata@dbieducation.org	**Elena Stankovska-Castilla** ITU Headquarters, Geneva Tel: +412 27 306 027 Cell: Fax: + E-mail: elena.stankovska-castilla@itu.int

REGISTRATION AND PAYMENT

ITU Academy portal account

Registration and payment should be made online at the ITU Academy portal.
To be able to register for the course you **MUST** first create an account in the ITU Academy portal at the following address:
https://academy.itu.int/index.php/user/register

Training registration

When you have an existing account or created a new account, you can register for the course online at the following link: https://academy.itu.int/index.php/training-courses/full-catalogue/e-commerce-solutions-small-and-medium-enterprises

You can also register by finding your desired course in our training catalogue
https://academy.itu.int/index.php/training-courses/full-catalogue

Payment

1. **On-line payment**
   A training fee of USD 200 per participant is applied for this training. Payments should be made via the online system using the link mentioned above for training registration at https://academy.itu.int/index.php/training-courses/full-catalogue/e-commerce-solutions-small-and-medium-enterprises

2. **Payment by bank transfer**
   Where it is not possible to make payment via the online system, select the option for offline payment to generate an invoice using the same link as above. Download the invoice to make a bank transfer to the ITU bank account shown below. Then send the proof of payment/copy of bank transfer slip and the invoice copy to Hcbmail@itu.int and copy the course coordinator. **All bank transaction fees must be borne by the payer**.
   Failure to submit the above documents may result in the applicant not being registered for the training.

3. **Group payment**
   Should you wish to pay for more than one participant using bank transfer and need one invoice for all of them, create an account as **Institutional Contact. Institutional Contacts** are users that represent an organization. Any student can request to be an institutional contact or to belong to any existing organization.

   To do this, head to your profile page by clicking on the **"My account"** button in the user menu. At the bottom of this page you should see two buttons:

   a. If you want to **become an institutional contact**, click on the "**Apply to be an Institutional Contact"** button. This will redirect you to a small form that will ask for the organization name. After you fill the name of the organization you want to represent, click on **"continue"** and a request will be created. An ITU Academy manager will manually review this request and accept or deny it accordingly.

   b. If you want to **belong to an existing organization**, click on the **"Request to belong to an Institutional Contact"** button. This will redirect you to a small form that will ask you to select the organization you want to join from an organization list. After you select the correct organization, click on **"continue"**, a request will then be created. The Institutional Contact that represents that organization will manually accept or deny your request to join the organization.
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ITU BANK ACCOUNT DETAILS:	
Name and Address of Bank:	UBS Switzerland AG Case postale 2600 CH 1211 Geneva 2 Switzerland
Beneficiary:	Union Internationale des Télécommunications
Account number:	240-C8108252.2 (USD)
Swift:	UBSWCHZH80A
IBAN	CH54 0024 0240 C810 8252 2
Amount:	USD 200
Payment Reference:	CoE-AFR 24326 – P.40590.1.02

4. **Other method of payment**

   If due to national regulations, there are restrictions that do not allow for payment to be made using options 1 & 2 above, please contact the ITU coordinator for further assistance.