STADIO

ONLINE SHORT LEARNING PROGRAMME

E-COMMERCE IN SOUTH AFRICA

powered by **EDGE** EDUCATION

COURSE INFORMATION:

Minimum duration: Self-study within 6 weeks. Minimum focused learning time required: approximately 72 hours.

Minimum credits: Certificate of Completion

Complexity level: This Online SLP provides a coherent, quality learning experience with predetermined learning outcomes and objectives. The course is non-credit bearing, not registered with the South African Qualifications Authority (SAQA), and does not lead to a qualification or part-qualification registered on the National Quality Framework (NQF). At the same time, successful completion of the Online SLP can be included in your portfolio of evidence for Recognition of Prior Learning (RPL) consideration for access to a full qualification.

Mode: Unassisted Online Learning

Fees: R1 500

Language: English

COURSE OVERVIEW:

How does one distinguish between online consumer behaviour and regular consumer behaviour in brick-and-mortar stores? This Online SLP will empower you to answer this question. The programme lays a solid foundation to the dynamic world of online sales and marketing. Learn about the modern context of digital communication and the technologies that enable it. The programme content is accessible for individuals who are new to digital media, while also addressing the intermediate skills that are required for standard South African industry practice. The Online SLP is ideal for any individual that wants to learn more about the e-commerce environment, its enabling technologies and the nature of the online consumer.

There are no entry requirements for this Online SLP. However, it is recommended that the applicant has achieved English language competence at a level that is equivalent to Grade 12.

Earn your Certificate of Completion and add the following to your CV:

"Successfully completed the STADIO Online Short Learning Programme: E-commerce in South Africa"

SYSTEM REQUIREMENTS:
Chrome browser ● A desktop / laptop computer (this product is not mobile-friendly) ● A reliable internet connection with continuous access and a minimum speed of 4MB (this product is not available offline)
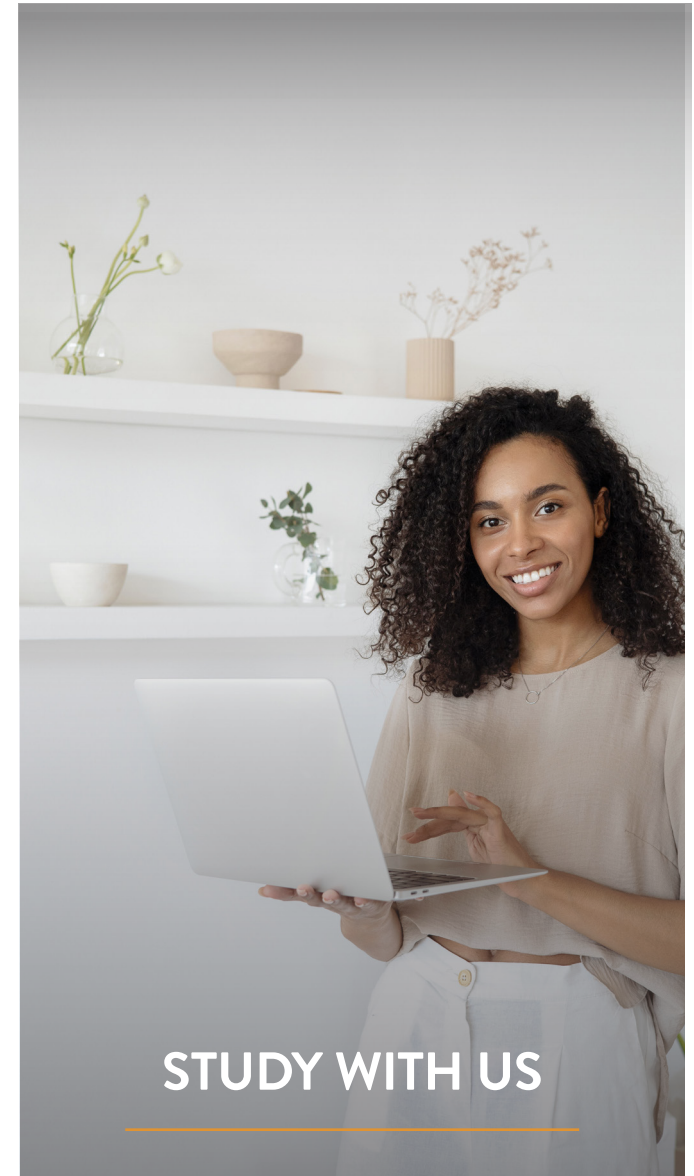
REGISTER

COURSE CURRICULUM:

This Short Learning Programme consists of the following three units of learning:

- Unit 1: The e-commerce environment
- Unit 2: Technologies that support e-commerce
- Unit 3: Consumer behaviour on the internet

At the end of this Short Learning Programme, you should be able to:

- Distinguish between traditional commerce and e-commerce of the future
- Describe the e-commerce macro- and market environments
- Describe the basics of web server hardware and software
- Identify available e-commerce software and list key features
- Demonstrate an understanding of e-commerce payment technologies, e-commerce security, data encryption and digital signatures
- Describe the online community, the invisible customer and the consumer decision-making process in an e-commerce environment

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