

ECommerce - Learning Outcomes

CITB Digital Skills Training – Construction Industry

Course items required for this programme:

- Workshop content created with slides
- Course outline wording to be used in marketing materials
- Lesson plan

Workshop objectives:

To enable clients to grow their business and improve efficiency by increasing the effectiveness of their eCommerce presence

Learning outcomes:

Identify the component parts of e-commerce

Identify the benefits of selling online

Know how to optimise and stay safe when selling online

Have an outline strategy for eCommerce for your business

Understand the risks around Cyber Security when trading and doing business online.

Understand how to protect your online business, keeping your accounts secure and being aware of cyber crime.

Specific requirements

Must build in Construction Industry related elements to content, E.g. case studies, relate back to good examples of companies doing it 'right'.