

Technology is the future of Business in
Hawai'i and the World. . .



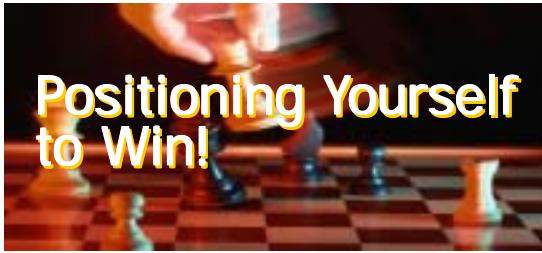
E-Commerce

Business Technology

Train for. . .

E-Commerce
Certification

Leeward Community College
Business Technology

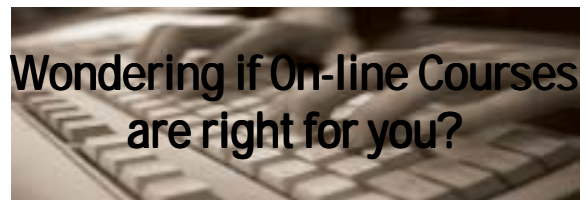


The future of work in Hawai'i is in the world of E-business. Hawaii's economy is being positioned for development in electronic media, advertising, entertainment, and finance. You need to learn the rules of the electronic business game. The structure of modern business is built with Internet components and the tools of E-Business and E-Commerce. The E-Commerce Course Cluster in Business Technology can give you certification in the basics of business in the Internet Economy.

Education Designed for Business

The most powerful part of the University of Hawaii Leeward Community College E-Commerce program is its convenience for the business professional. . .

- ◆ All courses completely on-line
- ◆ Lectures on demand via Real Media Player
- ◆ Easy interaction via Instant Messenger
- ◆ Exams given on-line at your convenience
- ◆ Full University of Hawaii credit courses
- ◆ Courses offered in five week modules
- ◆ All course content available 7 days x 24 hours
- ◆ Learn the power of on-line collaboration
- ◆ *Each One Credit Hour course costs only \$43*



All you have to do is ask yourself if you would like more personalized education and a more flexible schedule. If you have not yet taken a course completely on-line you are missing the best of the new educational technology. All E-Commerce courses are taught on-line with a very personal touch and the latest in streaming media delivery. Why waste time driving to campus and sitting in class on someone else's schedule? Find out how convenient and exciting complete on-line education can be! *Call or email for a sample on-line lesson today! mmeyer@hawaii.edu /808.234.2323*

Leeward Community College
Business Technology
E-Commerce

Division: 808 455-0344
E-Commerce: 808 234-2323

E-Commerce Courses

ECOM100 Introduction to E-Commerce

The introduction to E-business concepts and functions for success in the Internet Economy.

ECOM 100B History & Technology ◆ Learn the basic history and technology of the Internet to give you the essential technical foundation for all business in the 21st century.

ECOM 100C E-Business Services ◆ What are the services that a business must use to work securely on the Internet? How do you set up a business on-line for marketing, sales, and doing business with suppliers, banks and professional organizations?

ECOM 100D Sales & Marketing ◆ How do you market and sell goods and services on-line? This course teaches the practical realities of e-commerce sales and marketing.

ECOM102 Introduction to The Internet

ECOM/ICS 102 ◆ A three credit hour course that takes you through the Technology, Structure, and Services of the Internet. Learn everything you wanted to know about the Internet as preparation for business, ICS courses, or life in the 21st century.

ECOM 110 On-line Marketing

Beyond the basics for entrepreneurs and business leaders looking for practical knowledge about marketing on-line.

ECOM 110B Product Development ◆ Learn how to put products on-line for sale and/or promotion. Learn the practical basics for understanding and developing an on-line market.

ECOM 110C Personalization ◆ The key to Internet business and marketing is personalization. Learn how to apply this exciting technology in your future business career.

ECOM 110D Marketing Planning ◆ Learn how to build an on-line marketing plan for any business, new or old. Designed for the student and for the business person tasked with developing an on-line marketing plan.

ECOM190 Topics in E-Commerce

Very practical short courses in critical Internet issues. Watch for new topics or request one!

ECOM 190B Security Systems ◆ One of the hottest topics in business today is securing your data and your customer's privacy on-line. Learn the essentials in this course.

ECOM 190C Web Site Design ◆ What are the elements of web site construction for the manager who needs to supervise web development for business? This course gives you the overview you need.

ECOM 190D Telecommuting ◆ Learn the components of telecommuting and back office integration with vendors, customers and remote workers. This could be your future if you know how to set it up!

New

ECOM 197 Topics in E-Business

ECOM 197P Wireless Services ◆ M-Business, the movement of web marketing and transactional services to the mobile environment will directly affect the tourist and general retail industries. What does this mean and what are your competitors planning? Find out how M-Business is adding geographic location to the world of e-business. **1 Credit Hour**

ECOM 197Q Streaming Media ◆ Video and audio services can transform a low budget marketing campaign into a world class program. Streaming media technology allows not just marketing and re-allocation of video resources to marketing purposes but also training and customer support. The importance of music in Hawaiian culture is being brought to the world via streaming media services. Learn the basics of streaming media as a tool for information distribution. **1 Credit Hour**

ECOM 197R Web Services ◆ Everyone who reads the business media has heard all the hoopla about Web Services. What are Web Services and what will they do for your business? Should you be acting now to take advantage of these services? Learn the essential structure and business application of Web Services as they are beginning to appear around the world. **1 Credit Hour**



Business is now electronic and Internet based. Why study for jobs in yesterday's business? Hawaii is becoming an e-business center for the Pacific Basin and Leeward E-Commerce Certification can help you find your future right here at home!

Cooperative education and part-time jobs with local businesses...

On-line courses for maximum convenience...

Get more education for your dollars! (\$43 per credit hour)

Build your future in E-Business!



Call 808 234-2323 or email mmeyer@hawaii.edu to enroll now!

For detailed course and certification information go to

www.waveinter.net/LCCecomPublic

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Business Technology**

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Email: mmeyer@hawaii.edu



***The key to your future
is E-Commerce training
at Leeward Community
College!***

***Call Today!
808-234-2323***