

## E-COMMERCE ENTREPRENEURSHIP

Category: 12-month course



We are pleased to offer the professional course, that allows you to gain the skills required to work as a specialist in the field of internet entrepreneurship.

Practical skills gained during the course, include mainly establishment and operating e-commerce, knowledge of the regulation for e-commerce, creating business models and business plans, internet site design and marketing, social media in e-business and brand creating.

### 12-month vocational course

- next starting 12-month vocational courses:
  - 2<sup>nd</sup> December 2019 - 30<sup>th</sup> November 2020
  - 1<sup>st</sup> February 2020 - 31<sup>st</sup> January 2021
  - 2<sup>nd</sup> March 2020 - 28<sup>th</sup> February 2021
- the number of the course hours: 360 (1 course hour = 45 minutes)
- learning system to choose from: 2-3 x a week or weekend system on Saturday
- group size: 1 - 10 participants
- place of the course: educational units of the Zabielski Foundation /centre of Warsaw/
- language of instruction: English
- fees: 250 EUR registration fee paid during application, not refunded, also if the visa will be refused. 3000 EUR course fee paid 2 weeks before the start of the course. Payment in EUR or PLN equivalent. In the case of TRC application in Poland, registration fee and course fee are required in advance.
- information and application: [admission@wmsb.edu.pl](mailto:admission@wmsb.edu.pl) /[admission@zabielskifoundation.org](mailto:admission@zabielskifoundation.org)
- visits for additional information by appointment

## **The programme of the vocational course**

Practical skills gained during the course, include:

- establishment and operating e-commerce
- knowledge of the regulation for e-commerce
- creating business models and business plans
- internet site design and copywriting
- social media in e-business, public relation
- tools of internet marketing
- brand creating in e-commerce
- internet advertising/internet graphics
- selection, analysis of economic data
- market research in internet
- databases, e-business security
- knowledge of specialized computer software

## **The course plan**

◆Introduction to e-Business ◆Information Society ◆Establishment and Operating e-Commerce ◆Law Regulation for e-Commerce ◆Electronic Media ◆Internet Marketing ◆Social Media in Business ◆Internet Site Design ◆Brand Creating in e-Business ◆Internet Graphics ◆Internet Advertising ◆Copywriting ◆e-Business Security ◆Databases Selection and Data Analysis ◆e-Services ◆Market Research.

## **Application process for visa procedure**

1. Sending inquiry with scan of the passport to: [admission@wmsb.edu.pl](mailto:admission@wmsb.edu.pl) or [admission@zabielskifoundation.org](mailto:admission@zabielskifoundation.org)
2. Getting an offer letter.
3. Payment of the course registration fee.
4. The letter of acceptance, proof of payment of the registration fee and confirmation of the accommodation are issued and sent to Candidate for the visa applying.

*Join us now, learn and share knowledge !*

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