



Sistema Qualità Certificato
in conformità alla norma
UNI EN ISO 9001:2000.
Certificato n° SQ.41823.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.
Certificate n° SQ.41823.

INTRODUCTION TO IT, INTERNET, ECOMMERCE FOR ARTISAN COMPANIES

DURATION AND METHODOLOGY	3 EDITIONS OF THE COURSE, EACH LASTING 100 HOURS: 25 CLASSROOM HOURS 75 ELEARNING HOURS
PRE-REQUISITES	None
COURSE OBJECTIVES	The aim of the course is to provide the participants with the skills to effectively use ICT and Electronic commerce to maximise the competitiveness of the company
BENEFICIARIES	60 artisans in the Province of Florence
CLASSROOM TYPE	IT classroom
LANGUAGE OF LESSONS	Italian

TRAINING PROGRAMME

MODULE 1	INTRODUCTION TO IT (10 HOURS CLASSROOM, 15 HOURS ELEARNING)
	Introduction to IT Windows Excel Access Power Point
MODULE 2	INTERNET AND EMAIL (5 HOURS CLASSROOM, 5 HOURS ELEARNING)
	Introduction to the Internet Finding information on the Internet E-mail
MODULE 3	INTERNET FOR COMPANIES (5 HOURS CLASSROOM, 10 ELEARNING HOURS)
	Internet for companies Portals
MODULE 4	E-COMMERCE (5 CLASSROOM HOURS, 35 ELEARNING HOURS)
	Marketing through the Internet Elaboration of a web marketing strategy Business to Business Company website Promotion of a website