



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.

THE NET

ENGLISH, INTERNET AND ECOMMERCE FOR BUSINESSES

FUNDED BY	PROVINCE OF MASSA CARRARA
DURATION AND METHODOLOGY	COURSE LASTING 250 HOURS: 50 CLASSROOM HOURS 200 ELEARNING HOURS
PRE-REQUISITES	None
COURSE OBJECTIVES	Develop the skills of the participants for the management of foreign relations using the English language and for the innovation of company processes through the use of ICT
BENEFICIARIES	33 employees from SMEs in the Massa Carrara province
CLASSROOM TYPE	It classroom
LANGUAGE OF LESSONS	Italian

TRAINING PROGRAMME

MODULE 1	INTERNET AND E-MAIL (20 CLASSROOM HOURS AND 60 ELEARNING HOURS) Introduction to Internet Finding information on the Internet E-mail
MODULE 2	WEB MARKETING AND E-COMMERCE (15 CLASSROOM HOURS AND 60 ELEARNING HOURS) Marketing through the Internet Elaboration of a web marketing strategy Business to Business The company website The promotion of a website
MODULE 3	ENGLISH FOR COMPANIES (15 CLASSROOM HOURS AND 60 ELEARNING HOURS) Formal and informal communication Understanding English Effective communication in English Holding a telephone conversation Reading and writing in English
MODULE 4	SAFETY AT WORK (10 HOURS ELEARNING) Risks linked to the use of IT Prevention and protection Learning to communicate Identifying strengths and weaknesses Valorising creativity Improving self-confidence