



E-Commerce Entrepreneurship Credential Powered by Verizon

Since the inception of the Covid-19 public health crisis, many businesses have shifted their resources and business models to support customers through an E-commerce platform. Recognizing the need to help aspiring entrepreneurs and existing small business owners understand how to successfully support and integrate an E-commerce business model, Georgia Piedmont Technical College (GPTC) will be offering a 5-week accelerated online E-Commerce Entrepreneurship Credential that will help you understand the fundamentals of E-commerce and how it will be essential in today's multi-channel economy.

Our fully online E-commerce Entrepreneurship Credential fundamentals course will review the history of E-commerce; explore state laws, regulations and documentation for customers; and highlight the different types of E-commerce platforms. You will also develop a business canvas model to support your key activities, and learn about project management including developing a project management plan that will support your sales and marketing. In addition, all participants who successfully complete the program will earn a Project Management Certificate from GPTC.

Selection Criteria:

- Open to any DeKalb, Newton, or Rockdale County Resident
- Small Business owner or aspiring entrepreneur
- Completion of an application

Program Schedule:

Classes will be held online every Saturday starting January 23, 2021 from 9am to 2pm.

Course Descriptions:

Week 1 – Understand the history of E-commerce and how it evolved in today's economy

Week 2 – Explore state laws along with regulations and documentation available to customers.

Week 3 – Review different solutions from website hosting to e-commerce integration, shopping cart and payment gateways

Week 4 - Learn how to create a Business Canvas Model to understand your channels, key activities, partners, value prop, and revenue stream.

Week 5 – Develop a project management plan that will support your sales and marketing.

FAQ's

When are applications open? Registration is open now:

Applications for the Spring 2021 program are open from November 30, 2020 through January 20, 2021.

Register: <https://bit.ly/3kDdOxS>

What is the selection process?

Any DeKalb, Newton, or Rockdale County Resident is eligible to participate in the program. A total of 25 seats will be available for the class.

What types of businesses are eligible to apply?

Our program serves many stages of small businesses, from clearly defined business ideas looking to launch to operational businesses looking to expand or grow, from all industries.

What is the cost of the program?

The program is **only \$50.00** for all selected entrepreneurs.

Do I need to attend every session?

Yes.