



Government of Canada

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Internet and e-commerce training *in action!*

Make the Web work for your business

Electronic commerce and the Internet have a huge impact on today's business. The new economy is knowledge-based, and companies must evolve to succeed in this highly competitive global marketplace. Small companies have an even greater need to be aggressive when pursuing new markets for their products and services. Canadian firms need to adopt technologies and implement innovative business practices to take advantage of electronic commerce opportunities.

This is where Industry Canada's Student Connection Program (SCP) can help you!

We offer low-cost, high-quality Internet and e-commerce training tailored to your specific business needs, and we can provide it on-site, at your own computer. SCP advisors work with you, one-to-one, to help you discover the benefits of doing business on the Internet. From planning, promoting and updating a Web site to incorporating electronic payment processes into your on-line activities, you can learn the elements of a successful and marketable e-presence.

Harnessing the power of the Internet

You can save time, cut costs, promote your business and expand your market on-line — let SCP advisors show you how! We can review your technology and business issues, develop an action plan and give you the knowledge you need to build your business on-line, all at your own pace.

- Navigate the Web confidently and quickly, with practical results.
- Source out business opportunities, resources and contacts on the Web.
- Conduct a variety of time-saving transactions on-line.
- Tailor the sessions to suit your needs (group sessions or seminars can be arranged).

Qualified and certified advisors

By operating out of colleges and universities across Canada, and collaborating with post-secondary institutions, business, government and industry, SCP is encouraging the growth of local economies and helping to turn ideas and knowledge into new products, new services and innovative ways of doing business.

- Since 1996, we've employed more than 4,500 post-secondary students and recent graduates as Student Business Advisors, who have provided valuable information technology (IT) training to more than 117,000 clients across Canada.
- Our advisors are usually business or computer students in their final years of study who have been selected for their knowledge, IT skills and professionalism.
- These bright young future leaders combine up-to-date skills, SCP certification and on-the-job work experience to deliver cutting-edge training for business.

Customized and cost-effective

Whether you are a novice or Net-savvy, you are sure to find something of interest in our wide range of short, practical modules — all for a nominal fee.

E-Commerce First Step

- E-Business Blueprint
- Internet Security *NEW!*
- Web Site Planning
- Web Site Evaluation
- On-Line Promotion
- Selling on the Internet
- Distributing E-Newsletters *NEW!*
- Group Presentations
 - E-Business
 - Web Marketing
 - Safe Surfing
 - Business Web Sites

Internet Training for Business

- Computer Basics
- Introduction to the Internet
- Electronic Mail
- Internet Applications
- Business Tools on the Internet
- On-Line Transactions

Internet Training for Seniors

- Basic Computer Skills
- Introduction to the Internet
- Communicating On-Line
- Electronic Commerce and You

For course outlines, visit www.scp-ebb.com

Student Connection Program
Part of Canada's Innovation Strategy

We're Canada-wide!

To contact the SCP Centre nearest you, call toll-free

1 888 807-7777

Industry Canada, businesses, universities, colleges and governments — working to advance and sustain e-business.



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