LaSalle College
Montréal

EVENING | 12 months
690 hours

AEC | ONLINE
LEA.CE

The aim of the online E-commerce course is to familiarize you with different online practices and business strategies designed to increase the visibility, accessibility and competitiveness of businesses.

The online E-business program is designed to help you assess problems, analyze results and implement the best practices to ensure that a company can achieve its strategic objectives.

During your training, you will learn how to develop a Web marketing plan, compare models and emerging technologies in the areas of electronic services and e-business, analyse web-based information for strategic planning purposes, and more.

E-business management will no longer hold any secrets from you!

E-business Career Profile

The project manager holds the knowledge related to delivery processes as well as the web analytical tools and methods. His wide range of skills allows him to easily work in different multimedia teams and to ensure consistency of choices through different stages of implementing e-business solutions. With experience, the e-business professional can access positions such as e-business strategist or adviser.

Diploma

This program leads to an Attestation of College Studies (AEC).

Admission Criteria

Have a training deemed sufficient and meet the admission criteria set for college studies.

Please note that the online courseware and virtual class platform are compatible with both Mac and PC systems, but some of the software taught is compatible only with the Windows platform. Students are responsible for ensuring compatibility with the software.

2000, Sainte-Catherine Street West
Montréal (Québec)
Canada H3H 2T2

Telephone: (514) 939-2006
1 800 363-3541
lasallecollege.com

LCI EDUCATION NETWORK
MEMBER

LaSalle College
Montréal

Concentration Courses

Term 1

- The World of E-business
- Production Process for Web Projects
- User Experience
- Website Development

Term 2

- E-business Innovations
- Interactive Communication and Social Media
- Web Marketing (Google Adwords)
- Web Business Intelligence (Google Analytics)

Term 3

- Internet Marketing Plan
- Online Rights and Responsibilities
- e-Business Management Practices
- Integrating Project

Length of program: 12 months.

25 hours/week of self-paced courseware learning, virtual evening classes and individual work.

This 690-hour program leads to an Attestation of College Studies (AEC) that is accredited by the ministère de l'Éducation et de l'Enseignement supérieur (MEES).

Consult our self-guided training catalogue if you want to take any of these courses individually (without earning a diploma).

Minimum Required Equipment

- Computer with 64 bits 3 GHz processor or Mac Intel
- Windows 7 or higher; or Mac OS v.10.7 or higher
- Minimum 4 GB of RAM (8 GB of RAM recommended)
- Hard drive 500 GB
- Graphics card compatible with AutoCAD and 3D Studio Max
- High-speed internet access
- Screen with minimum resolution of 1080 x 900 (1280 x 1024 recommended)
- Sound card, headphones and microphones
- Application software and peripherals required for the course
- Burner, blank CDs and DVDs
- Flatbed scanner

Please note that certain software may not be compatible with a Mac computer. Students are responsible for verifying their compatibility.

Software and materials are necessary and may incur fees. Your tutor will supply you with a list of required software and instructions on how and where to download them at the best price.

Required Materials & Software

Software: Adobe CS Suite or CC.

Devices: headphones with integrated microphone.

Methods of Instruction

Blended e-learning

- Distance learning combining self-study at your own pace (asynchronous) and guided sessions with a live tutor (synchronous)