



*Training Course:
Internet Business Applications for Managers*

*29 March - 2 April 2027
Geneva (Switzerland)*

Training Course: Internet Business Applications for Managers

Training Course code: MA9341 From: 29 March - 2 April 2027 Venue: Geneva (Switzerland) - Training Course Fees: 6050
€ Euro

Introduction

In today's digital economy, managers must understand how to leverage internet-based technologies to enhance business performance, improve decision-making, and drive innovation. Organizations increasingly rely on online platforms, digital tools, and data-driven systems to remain competitive and responsive.

This program, developed by [Global Horizon Training Center](#), provides managers with a comprehensive understanding of internet business applications and their strategic impact. It focuses on practical tools and technologies that support operations, communication, marketing, and data analysis, enabling participants to effectively integrate digital solutions into their management practices.

Course Objectives

By the end of this program, participants will be able to:

- Understand the role of internet technologies in modern business
- Identify key internet-based applications used in organizations
- Leverage digital tools to improve communication and collaboration
- Apply e-business and e-commerce concepts in management
- Utilize data and analytics for informed decision-making
- Enhance digital marketing and online presence strategies
- Manage cybersecurity risks and data protection concerns
- Integrate internet applications into business operations

Target Audience

This program is designed for:

- Managers and Supervisors
- Business and Operations Professionals
- Marketing and Sales Managers
- Project and Program Managers
- Entrepreneurs and Business Owners
- Public Sector Managers and Administrators
- Professionals seeking to enhance digital and technology skills

Outline

Day 1: Foundations of Internet Business Applications

- Overview of Digital Transformation in Business
- Internet Technologies and Business Models
- Introduction to E-Business and E-Commerce
- Types of Internet Business Applications
- The Role of Managers in Digital Environments
- Case Studies on Digital Business Success

Day 2: Communication and Collaboration Tools

- Digital Communication Platforms Email, Messaging, Video Conferencing
- Collaboration Tools Cloud Platforms, Shared Workspaces
- Managing Virtual Teams
- Workflow Automation and Productivity Tools
- Digital Document Management Systems
- Best Practices for Online Collaboration

Day 3: Digital Marketing and Online Presence

- Fundamentals of Digital Marketing
- Social Media and Content Marketing Strategies
- Search Engine Optimization SEO Basics
- Online Branding and Customer Engagement
- E-Commerce Platforms and Online Sales
- Measuring Digital Marketing Performance

Day 4: Data, Analytics, and Decision-Making

- Introduction to Business Data and Analytics
- Using Dashboards and Reporting Tools
- Data-Driven Decision Making
- Key Metrics and KPIs in Digital Business
- Introduction to Business Intelligence Tools
- Case Studies on Data Utilization

Day 5: Cybersecurity, Risk, and Future Trends

- Cybersecurity Fundamentals for Managers
- Data Protection and Privacy Regulations
- Managing Digital Risks and Threats
- Ethical Considerations in Digital Business
- Emerging Trends AI, Automation, Cloud Computing
- Developing a Digital Strategy for Business Growth

Registration form on the Training Course: Internet Business Applications for Managers

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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