

COURSE REQUIREMENTS

Participants must have 2 full days availability each week to complete course assignments. Participants will be expected to complete course requirements by the assigned due dates (approximately 1 assignment due each week for 12 weeks).

Participants should be from organizations that are involved with the international movement of freight and that are currently using electronic commerce or are planning to use it in the near future. They should have a basic understanding of the relevant documentary requirements. Participants should have basic computer skills, including experience with a web browser, in addition to English reading and writing skills.

System requirements are as follows:

PC Compatibles	Macintosh
Windows 95/98/2000 or NT 4.0 (SP3)	PowerPC Processor, System 7.5 or greater
Pentium 90 MHz, 16 MB RAM	6 MB free RAM
Internet Connection & Web Browser (Netscape 4.0 or greater, Internet Explorer 4.0 or greater)	Internet Connection & Web Browser (Netscape 4.0 or greater, Internet Explorer 4.0 or greater)
Optional: Sound card (e.g., Soundblaster 16 compatible) and speakers for streaming audio	QuickTime v2.1 or greater, Sound Manager v3.1 or greater, & Open Transport v1.1 or greater
Optional: Any VFW compatible video input device	

See our course web site!
www.carleycorp.com/apec

LOCAL COORDINATORS

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APEC Transportation Working Group

Electronic Commerce in the Transport Industry



Web-based Training Course

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Course Offering: June 2001
 Additional course questions?
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Electronic Commerce in the Transport Industry

WEB-BASED TRAINING



The purpose of this course is to deliver electronic commerce training over the Internet to the transport

industry, providing participants with a sound base of knowledge and skills in electronic commerce, enabling them to make the best use of the information technology equipment currently available in their organizations, and allowing them to make future decisions on strategic investments in information technology.

Upon completion of the course, participants will be able to:

- Understand the rising development and importance of e-commerce in international economy and the transport industry
- Identify appropriate e-commerce strategies to improve efficiency and competitiveness in the transport industry
- Implement an e-commerce strategy with due consideration of risks and constraints
- Collect current information with regard to e-commerce developments and technology in the transport industry.

The course will be divided into two phases. An unlimited number of participants will be invited to complete the self-paced web-based training (3 weeks), which offers instruction on basic e-commerce topics. The top four participants from each economy (determined by test performance) will be invited to participate in the facilitator-based portion of the course. Participants will be challenged with real-life exercises involving the participant's own organization for which they develop an e-commerce Action Plan.

Self-Paced Learning

Participants will log onto the course web site and complete three instructional modules at their own pace, within the 3-week time period. The lessons will be interactive and engaging, including graphics and audio components to enhance instructional value.

The first training module will focus on basic e-commerce concepts and its relation to traditional commerce. The goal will be to give participants a big-picture idea of what e-commerce is, what it can do, and what specific e-commerce



approaches are popular. The second module will focus on e-commerce strategies in the transport industry, including both current and developing technologies. The goal will be to pres-

ent the full spectrum of e-commerce approaches, emphasizing options available to both small and large corporations. The final instructional module will focus on the e-



commerce implementation process. The goal will be to prepare participants to select e-commerce solu-

tions for which their corporation has the capability to implement and support.

Facilitated Learning

Participants will complete individual and small group assignments over the course of the next nine weeks that focus on the real-world application of e-commerce concepts. A course facilitator will communicate with students, offer feedback and guidance to students for each assignment, and track participant progress. Participants will have the opportunity to research e-commerce-enabled organizations. Using these organizations as case studies, participants will determine appropriate e-commerce solutions with due consideration of costs and risks. The final assignment will entail writing an Action Plan that can be used for the participant's own organization. Participants who complete the course will be fully ready to implement e-commerce initiatives that give their organization a competitive edge in the global transport industry.