



## OAS DEPARTMENT OF SCHOLARSHIPS AND TRAINING

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Professional Development Course in Telecommunications

### Strategic and Technological Management of e-Business

AICD/OAS/DBC/CIR.110/2004

- 1) **Place of Study:** Cartagena de Indias, Colombia
- 2) **Offered by:** International Telecommunication Union (ITU) Centre of Excellence for the Americas Region, with the collaboration three nodes: National Telecommunication Administration of Uruguay (ANTEL), Association of Telecommunication Companies of the Andean Region / Universidad Externado de Colombia (ASETA/UEC) and Universidad Blas Pascal (UBP).
- 3) **Coordinator:** Ms. Melba Lucía de Reyes, Director of the Center of Excellence for the Americas Region, phone: (54-35) 1414-44 44. E-mail: [excelencia-cursos@ubp.edu.ar](mailto:excelencia-cursos@ubp.edu.ar)
- 4) **Modality:** Seminar-Workshop (classroom course)
- 5) **Dates starting and ending:** August 18-20, 2004 (participants should arrive in Cartagena by August 17)
- 6) **Duration of course:** Three (3) days.
- 7) **Language:** Spanish/English (interpreting services will be available)
- 8) **General objective:** Offer executives of the region's telecommunication administrations and companies a comprehensive program covering all technological and managerial or executive aspects of e-business so that they will learn about, analyze, understand, and apply the fundamental concepts of any business being conducted with the support of Internet (e-Business) so they can promote development in their administrations, organizations, and countries.
- 9) **Program:**

The Seminar-Workshop is formulated so as to introduce participants to technological and administrative strategy and management, so as to give them a broad overview of the issues to be taken considered in e-Business.

  - **E-Business Today – Trends and Forecasts**

Present the participants with an overview of the evolution of this topic in the world and region, as well as its trends and forecasts.

*The deadline for submitting applications to the ONE differs from one country to another and therefore should be confirmed with the ONE in the country of origin or permanent residence.*

- **Competitive e-Business Strategy**  
Differential Internet strategy. Providers, customers, competitors, alliances. Comparison of online processes with those of the physical world. E-business value chain.
- **Technological Issues of Internet**  
Basic principles of Internet. Web servers. Domain Servers. Mail Servers. IP Addresses. Intranets. Navigators. Firewalls, Proxies, routers. Servers. Hardware accelerators. Satellite, terrestrial, wireless communications.
- **E-Business Marketing and Advertisement**  
Internet marketing techniques. Company image. The website as a trademark. Contents and design. One-to-one and direct marketing. Customer satisfaction: surveys and comments. Local particularities and cultural differences. Advertising via Internet. Measuring traffic.
- **Case / Presentations and Role Playing**  
During the Seminar-Workshop, participants will be working on a case whose design will be complemented by contributions made by the different speakers so that it can reflect the parts to be taken into account in the presentation. It will involve role playing and applying the concepts seen in each presentation. The group will present its conclusions to the audience.
- **E-Business Tax Issues**  
Customs, tax agreements among countries, free trade zones, among others.
- **Public Network Security for e-Business**  
Cybersecurity policies. Main attacks on Internet. Cryptography. Symmetrical and asymmetrical algorithms. DES, IDEA, RSA. Compendium functions. MD5, SHA1. Digital signature. Digital certificates. PKI structure. Certifying authorities. Safe storage of certificates. Safe protocols (IPsec, SSL).
- **Legal and Contract Issues of e-Business**  
Suitable contracts for e-business. Laws on Digital Signature. Background. Legal framework. Intellectual property.
- **E-Business Technologies, Connectivity, and Support**  
Basic principles of computer networks: topology, connectivity, flow, lags, queues, efficiency, redundancy, availability, reliability, performance, backbones. Internet features. OSI model adapted to Internet. ATM networks.
- **Business Case: An e-Business Project**  
Basic principles of a business case. Difference between online business and real-world business. Investments. Taxes. Financing. ROI.
- **Technical Issues of Mobile e-Business**  
Characteristics differentiating mobile e-business. WAP technologies.
- **E-Business Company Communication and Crisis Management**  
Communication in companies that shift from their traditional structure to e-Business. Communication in companies born into the e-Business. The crises that companies may have to address and how to handle them. Changes compared to traditional business. New customer contact channels. Impacts: economic-financial, technological, human, cultural, and legal.
- **Digital Signature: Use, Meaning and Importance**  
Objective of the online course: Understanding the true technical and legal meaning of digital signature, its importance, responsibility for its use and legal consequences, the impact on business ranging from the private sector to government, and how it will affect daily life.
- **Scope of the different e-Business programming environments**  
Introducing and principal features of what management should now about HTML, XML, CSS, Java, JavaScript, Perl, Python languages. CGI interfaces, DOM objects, COM. Languages and specialized tools for data access, data mining, communications.
- **Logistics for e-Business**  
Distribution in e-Business companies, fundamental basis of customer contact. Its management and strategy.
- **Case – Closing (presentation by group)**

**10) Methodology:** Bearing in mind trends in education for professionals who have full schedules and the combination of current activities, this Seminar-Workshop was proposed after several online courses were offered in 2003 and the first semester of 2004. This event was formulated to focus on a series of topics aimed at presenting participants with both technological and managerial issues related to e-Business in their different presentations: online or mobile.

**General Structure of the Seminar-Workshop's Program:**

The program of the Seminar-Workshop on e-Business Strategic and Technological Management is structured so that participants, on the basis of their needs and expectations, can obtain a comprehensive grasp of competitive advantages, conception, and construction of a project, the assessment of technological tools, the establishment and leadership of working groups, knowledge about standards prevailing in different countries and the importance of the legal issues involved in the process, the need to rely on adequate cybersecurity, all of which are essential aspects to achieve high-quality projects.

**11) Requirements:**

- a) Citizens or permanent residents of an OAS member country, except Colombia as it is the country hosting the course (residents should provide of a copy of their visa).
- b) Profile of participants: In charge of strategic planning, operation and maintenance, as well as the business, marketing, and human resources areas of sector companies, ministries, and regulatory bodies in the Americas Region. Candidates should have at least three years of experience in the sector.
- c) Physically able to meet the course's requirements.
- d) Proficiency in Spanish or English (if it is not the candidate's native language, he/she should submit language proficiency certificates).
- e) Submit a duly completed request before the deadline established by the National Liaison Office (ONE). The candidate is responsible for finding out the deadline set by the ONE in his/her country of residence.

**12) Benefits:**

- The OAS/AICD will cover the cost of economy-class airfare from the residence to the place of study.
- The ITU and the nodes involved in the program will cover the expenses for registration, airport-hotel-airport transfers, support materials, audiovisual materials, snacks, and lunch.

**The candidates shall cover hotel accommodations costs and other expenses pertaining to the course. Regarding this, the ITU Center of Excellence for the Americas Region has made special arrangements for preferential reduced hotel rates for the holders of fellowships of this course, including breakfast and hotel insurance.**

- **Rate for a single room starting at** **US\$51.00**
- **Rate for a shared room (2 persons) starting at** **US\$27.00**

When candidates have been selected, they should notify CITELE that they accept the fellowship and that they are available to take the course during the period specified and under the conditions that will be indicated shortly. If a candidate accepts a fellowship and cannot attend the course for any reason whatsoever, he/she should inform CITELE immediately.

**13) Certification:** CITELE/OAS and the Centre of Excellence for the Americas Region of the ITU shall deliver a certificate to the participants for completing and passing the course.

**14) Submittal of applications for fellowships:**

Applications for OAS fellowship should be submitted to the Organization of American States using OAS Form 98 for requesting fellowships, including the documentation that is required, through the official channels established by each country's government (ONE). **This requirement is mandatory.**

The National Liaison Offices (ONEs) in OAS Member States are listed on the following web page: <http://www.educoas.org/portal/en/becas/ones.aspx?culture=en&tabindex=44&childindex=48>

Applications for fellowships should then be sent to the OAS Department of Scholarships and Training located at 1889 F Street, N. W., Washington, D.C., 20006, USA, before the deadline for submitting candidacies.

OAS Form 98 may be obtained from the Offices of the General Secretariat of the OAS in the Member States or on the web page for fellowships at the following link: [Formulario de Solicitud de Becas oficial](#).

Please bear in mind that the announcement is published in the language in which the course will be delivered and is available on the web page for fellowships at: <http://www.educoea.org>.

Any query regarding the submittal of applications for this course should be addressed to: [Scholarships@oas.org](mailto:Scholarships@oas.org)

Cordially,

Santos Mahung, Director  
Department of Scholarships and Training

C.c.: Course Coordinator, Course Mission, Course File

SGutiérrez-Olmedo/LZea-Yonker/DBC/Gerencia Estratégica del E-Business/CITEL/2004