



BUSINESS
CONSULTANTS
COUNCIL



CMC - GLOBAL

CERTIFIED E-COMMERCE & SOCIAL MEDIA EXPERT - CESE©

INTRODUCTION

Certified E-Commerce & Social Media Expert – CESE© will give the consultants all the necessary knowledge and tools for the opportunity of leading the digital transformation process of companies and business community overall in Kosovo.

This certification validates an individual's expertise in e-commerce strategies, online business development, and social media management, in a **strategic way**.

The program's first phase includes the Training Phase, consisting of 3 days of lectures and assignments/ including the General modules and the Specific module – **Certified E-Commerce & Social Media Expert**.

You should calculate to spend 5 hours each day, being part of the lectures, assignments, and group work.

KEY FACTS

- ✓ Certified E-Commerce & Social Media – CESE© is a certification recognized globally by ISO 17024:2012 conformed CMC Global
- ✓ The certificate is issued with an ISO code recognized in more than 60 countries worldwide
- ✓ Lecturers and Hearing Committee members of the program are Certified Digital Transformation Experts. The content control and quality assurance of the concept transfer will be done by BCC



GENERAL TRAINING MODULES - 2 DAYS

- Disruption, digitization, Industry 4.0, transformation and digital business models
 - Digital Business Models in Business 4.0
 - Transformation & Digital Leadership - cultural aspects in digital transformation
 - Value chain and Management - Digital Transformation across divisions and companies
 - Industry 4.0 and Mobile Data Management
 - Digital Marketing - Meet the customer digitally
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SPECIFIC TRAINING MODULES - 1 DAY

CERTIFIED E-COMMERCE & SOCIAL MEDIA EXPERT -

CESE©

- Trends in eBusiness and eMarketing
- Sales & Digital Transformation: From the funnel model to the customer journey
- Commerce: from own shop to platform
 - Big Data: from data to information
- Online Marketing: from SEO to Social Media



REGISTRATION REQUIREMENTS

CERTIFIED E-COMMERCE & SOCIAL MEDIA EXPERT

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- ✓ High Proficiency in English language skills
- ✓ Curriculum Vitae (CV) highlighting the experiences, skills and abilities in the field of Social Media and/ or E-Commerce
- ✓ Filled-out Application Form
- ✓ 5 years (part-time) or 3 years (full-time) experience in the field of Social Media and/ or E-Commerce