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# untangle the web!

introducing  
Canadian business  
to the **power**  
of the  
**Internet**

student  
**connection**  
program





**student connection  
program**

**programme étudiants  
bien branchés**

## What is SCP?

The Student Connection Program (SCP) is an Industry Canada and Youth Employment Strategy initiative, created to provide young people with beneficial employment, and to introduce Canadian small and medium-sized enterprises (SMEs) to the power of the Internet.

Since 1996, SCP has hired post-secondary students and recent graduates to provide on-site, customized Internet training and e-commerce services to businesses across Canada. The program has been very effective, with more than 3,200 students employed and over 80,000 business people trained in the first five years. A significant contributor to this success is the high-quality, up-to-date training services that SCP offers.

All of our services are designed to meet the evolving needs of Canadian companies, and reflect private sector and government priorities for the new economy (Internet, e-commerce, Connecting Canadians). As a result, SCP has developed into a successful government and private sector partnership program, with current corporate sponsors being Bell Canada, IBM Canada, PROFIT Magazine, Cisco Systems and Vubiz.com. Services currently provided by SCP include Internet training for SMEs and for seniors, and e-commerce training and awareness.

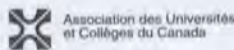
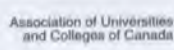
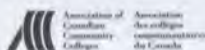
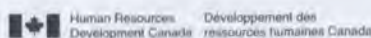
## How does it work?

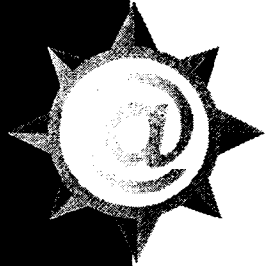
Operating out of designated administrative centres, SCP provides services to business people in urban communities across Canada. Post-secondary institutions serve as these centres, and are responsible for the recruitment of youth, service delivery, and administration of the program in their regions. There is one centre per province in British Columbia, Alberta, Saskatchewan, Manitoba, New Brunswick, and Prince Edward Island. There are also three centres in Ontario, and five in Quebec. In addition, the program has special arrangements with several Canada Business Service Centres (CBSCs) to provide SCP services to their clients and the public. These arrangements exist at the CBSCs in Montreal, Halifax and St. John's, Newfoundland.

Our student employees are typically computer science or business students in their third or fourth year of study, or recent graduates, who are interested in gaining hands-on work experience to enhance their future employability. These students receive specialized SCP training and are tested and certified to become Internet and e-commerce Student Business Advisors. They are then put to work using their new skills and technical "know-how" by introducing businesses to the power of the Internet and e-commerce through SCP's diverse training services.

## Where do I find out more?

If you would like to find out more about the services provided by SCP, or know someone that could benefit from this program, please visit our web site at [www.scp-ebb.com](http://www.scp-ebb.com) or contact the nearest SCP administrative centre by calling 1-888-807-7777.





# Student Connection Program Mandate

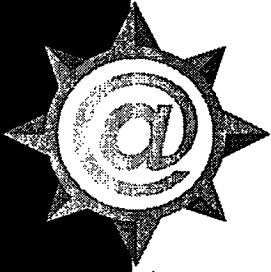
*-Smart solutions for your business*

- **Internet and e-commerce training for SMEs that meet the evolving needs of Canadian companies**
- **On-the-job technology and business experience for Canadian college and university students, exposing them to potential employers**



## Program Highlights

- **National Internet and e-commerce modules go beyond awareness to provide practical hands-on training**
- **Consistency in training materials across the country**
- **Flexibility in delivering services to clients**
- **Private sector recognizes SCP as a successful agent of IT training by providing sponsorship and support**
  - benefit from sponsors including Cisco, IBM, Bell, PROFIT magazine, Vubiz.com
  - receive sponsor feedback in developing e-commerce modules
- **Utilize college and university students and graduates with IT experience**
- **Reinforce students' experience with training and certification**
- **Continuous monitoring and evaluation of program**

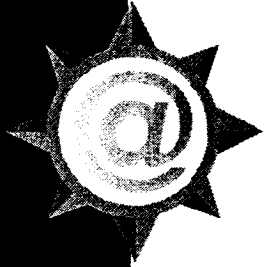


## **SCP - A Successful Program**

- 85,000 clients trained since 1996
- 3,500 college and university students hired since 1996
- 18 centres in colleges and universities across Canada

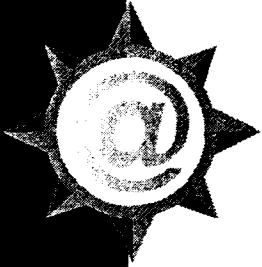
### **Survey Results**

- 81% of clients surveyed rated quality of instruction, understanding of the technology and ability to answer questions by the Student Business Advisor (SBA) as good or excellent on a scale of 1-5
- 88% reported information was up-to-date, and 82% received practical information that improved their use of IT
- 40% of clients would consider hiring an SBA
- 94% of SBAs gained work experience that will be an asset to them in the future
- 92% of SBAs would advise others to participate in SCP



## **Factors of Success - Continuous Improvement**

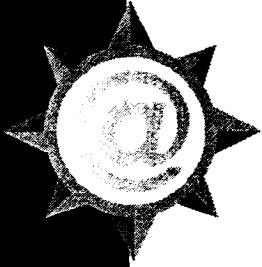
- Developed new line of Internet and e-commerce modules for SMEs in 2001 with input from the private sector
- Launched new common look-and-feel web site
  - highlights e-commerce and Internet services
  - provides direct access to administrative centres
  - linked from key government and private sector web sites including [businessgateway.ca](http://businessgateway.ca), Strategis, Electronic Commerce in Canada
- Working with private sector sponsors to provide additional relevant content
- Implemented on-line training and certification platform for Student Business Advisors



## Training Services

- **Internet Training** - modules are available for beginner to advanced levels, including special services for seniors.
- **E-Commerce First Step** - provides a general review of a company's technology, website and business issues, and includes a report.
- **Web Site Planning** - provides guidance, information and tips on how to build an effective business web site.
- **Web Site Evaluation** – includes a technical analysis of a business' current web site and offers recommendations for better results.
- **Online Promotion** – offers a review of how to successfully market a business on the web.
- **Selling on the Internet** – helps businesses understand how to incorporate electronic payment processes into their online business activities.
- **Seminar on E-Business** - available to business groups and associations





## **Identifying Regional Initiatives - SCP and You**

- Participation in info-fairs, trade shows and exhibitions
- Networking with federal and provincial departments within the regions to establish partnerships and cross-marketing opportunities
- Delivering presentations on e-commerce to local business groups and entrepreneurs
- Participation in Connecting Canadians events
- Reaching local SMEs to gain new clients

**[www.scp-ebb.com](http://www.scp-ebb.com)**

**1-888-807-7777**

**Canada**

**Student Connection Program Headquarters Team**  
*Contact List - June 2001*

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# Student Connection Program – Administrative Centres

Call toll-free 1-888-807-7777 or visit our web site at [www.scp-ebb.com](http://www.scp-ebb.com).

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## **Cégep de Ste-Foy**

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## **Nova Scotia**

### **Canada/Nova Scotia Business Service Centre**

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# E-Commerce First Step

## E-Business Blueprint

The **E-Business Blueprint** is a targeted, one-to-one consultation that provides the business owner with a comprehensive overview of e-business integration in Canada. A Student Business Advisor (SBA) from the Student Connection Program (SCP) assesses the level of readiness of the client to move their business transactions on-line. The client is also left with an informative “E-Commerce Action Plan” for future reference.

**There are four main areas of focus within the E-Business Blueprint:**

### **Hardware Issues**

The SBA reviews the existing technology at your place of business and identifies areas that need to be upgraded or modified. These include workstations, Internet connectivity, digital accessories, hardware such as printers and modems, data storage and protection.

### **Software Issues**

The client is made aware of the kinds of software they will need to have and use in order to skillfully conduct business on the Web. The SBA will review the individual businesses needs, which may include discussing operating systems, office products, accounting packages, browsers, e-mail, virus protection software, image and HTML editing tools and File Transfer Protocol (FTP).

### **Web Site Issues**

If the client has an existing Web Site, the SBA will be able to evaluate its strengths and weaknesses. If the client is considering building a Web Site, our students can provide insight into a variety of related issues, such as domain registration and hosting, graphics, product photos, technical and strategic marketing and e-commerce planning.

### **Business Issues**

Adding an electronic storefront to a “bricks and mortar” business means readjusting business processes to work in a virtual market. Our SBAs can prioritize and discuss business issues as they relate to on-line activities, such as allocating human and monetary resources, corporate identification, security and privacy, shipping and cartage companies, tax and customs, payment settlement, and much more!

Call us toll free at **1-888-807-7777** to sign up for the **E-Business Blueprint!**

# E-Commerce First Step

## Web Site Planning

The **Web Site Planning** consultation provides an overview of the necessary steps that need to be undertaken in order to create an effective and successful Web presence. A Student Business Advisor (SBA) from the Student Connection Program (SCP) can go through the development process with a business client to ensure that their Web Site accurately reflects the needs of their business. Our students can discuss topics like creating and hosting a site, posting valuable content, maintaining professional and timely customer service and going on-line in a cost-effective way. The client is also left with a comprehensive “Web Site Development Workbook” for their reference.

**There are seven areas of focus within Web Site Planning:**

### **Web Site Objectives**

An overview of design principles, format and site construction

### **Review of Competition**

Sourcing out your competitors on the Web – see what is already on-line.

### **Hardware and Software Requirements**

A review of existing technology at the place of business in order to identify minimum upgrades, for example, browsers or email.

### **Web Site Hosting**

Choosing an ISP, a domain name and registering your domain properly.

### **Web Site Content**

A quick look at image and HTML tools, file transfer and good product photos.

### **Human Resources and Business Issues**

Issues like corporate identification and employee commitment are very important in an on-line market.

### **Web Site Development Workbook**

A record of all the details you should not forget, such as the use of logos, colours, content, trademarks, policies (i.e. privacy/security, shipping, returns, warranties) and site maps.

Make sure you build a Web Site that works for *your* business - call us toll free at **1-888-807-7777** to sign up for **Web Site Planning!**

# E-Commerce First Step

## Web Site Evaluation

The **Web Site Evaluation** module is designed to assist in understanding the principles behind an effective Web Site on the Internet, one that can be viewed and navigated easily by all Web users. A Student Business Advisor (SBA) from the Student Connection Program (SCP) will review your existing business Web Site with the ultimate goal of meeting technical and content standards required for visibility and presence on the World Wide Web. Our students can demonstrate how a client can ensure that their Web Site is accessible, functional and indexed well by search engines. The SBA will go through Web-based utilities and analyze pages of their client's Web Site. Based on their findings, a comprehensive report will be generated that summarizes the strengths and weaknesses of the site, with recommendations for improvement.

**The Web Site Evaluation report is divided into five major sections:**

### **Coding Standards**

The SBA will examine your HTML code structure to determine if it meets established and acceptable World Wide Web standards.

### **Marketing Code**

Your site will be examined to determine whether it is encoded with the kind of information that will allow it to be effectively indexed by search engines.

### **Accessibility Issues**

The SBA will review your Web Site construction to determine if it is compatible with all sizes and resolution of video monitors, browser settings, etc.

### **Graphics Issues**

The images used on your Web Site will be assessed to determine if they have been effectively optimized and coded for quality and loading speed.

### **Aesthetic/Layout Issues**

The SBA will review the site for a consistent and professional "look and feel", including ease of navigation.

In addition, the client is also provided with an Evaluation Action Plan and a comprehensive list of Web Standards Resources for their reference.

Put *your* Web Site to the test - call us toll free at **1-888-807-7777** to sign up for **Web Site Evaluation!**

# E-Commerce First Step

## On-line Promotion

**“Successful Web Sites turn hits into visits, visits into requests, requests into relationships, and relationships into sales.”**

In order to compete successfully in the global marketplace, SMEs need to be aware that building a business Web Site is just the beginning. Attracting visitors to your site and then turning them into buyers is of critical importance. The **On-line Promotion** training module examines the various strategies for marketing a Web Site, as well as the components of an effective e-marketing strategy. A Student Business Advisor (SBA) from the Student Connection Program (SCP) will discuss key issues such as choosing intuitive domain names and registering with search engines and directories. The SBA can also identify a variety of on-line and off-line promotional strategies that are especially designed to increase traffic to your Web Site.

**Clients that complete the On-line Promotion module will be able to:**

- ✓ Discuss the differences between e-marketing and traditional marketing.
- ✓ Outline an e-marketing strategy for an SME.
- ✓ Identify key success factors in e-marketing.
- ✓ Use the Internet to research a domain name.
- ✓ Use the Internet to register a Web Site with a search engine or directory.
- ✓ Research the use of affiliate programs.
- ✓ Identify on-line marketing strategies that will increase traffic to your site.

In addition, clients will undergo a Self Check Quiz, Web-based exercises, and complete quick on-line assignments. The client is also left with several selected Internet and print resources for their reference after the training has been completed.

Make sure you market *your* Web Site in a way that turns visitors into sales - call us toll free at **1-888-807-7777** to sign up for **On-line Promotion!**



# E-Commerce First Step

## Selling on the Internet

As e-commerce solutions become increasingly more flexible, and consumer confidence grows, more and more small businesses are selling their goods and services on-line. The **Selling on the Internet** module demonstrates how to add full e-commerce capability to your business Web Site in order to best suit your sales objectives. A Student Business Advisor (SBA) from the Student Connection Program (SCP) will explain the components necessary for processing sales transactions through your Web Site, and compare the e-commerce solutions that are available to your business.

**The Selling on the Internet module is divided into five major sections:**

### **Components of an On-line Shopping Web Site**

The SBA will discuss the requirements of on-line shopping, including technical components, security, the role of the payment provider and financial institutions.

### **Payment Options**

Topics include real-time credit card transactions, emerging technologies (e-cash, smart cards, micro-payments, digital wallets, etc.), avoiding fraud and business-to-business payment options.

### **Choosing the Right Option**

The SBA will compare full service e-commerce solutions, virtual shopping carts and custom-built solutions. They will also review simpler and less expensive ways to take orders and payments.

### **Components of a Good On-line Store**

Using examples of existing on-line stores, the SBA will demonstrate various features to the client that can be incorporated into their Web Site.

### **Are You Ready to Sell On-line?**

A self-evaluation checklist is provided to help determine if the client is ready to commit to an on-line store.

In addition, the client is presented with an entrepreneurial case study of selling on-line, as well as a comprehensive list of selected Internet and print resources.

Do you want to *sell, sell, sell*? Call us toll free at **1-888-807-7777** to sign up for **Selling on the Internet!**

# Internet Training

## Computer Basics

Computer Basics is a three-hour module that provides an overview of basic and necessary computing skills. The participant will learn to manipulate the keyboard and mouse while creating simple text documents. An emphasis will be placed on computer literacy in easy to understand terms – no technical jargon!

### **There are nine areas of focus within Computer Basics training:**

- 1) An overview of basic computer terminology
- 2) Measuring computer information
- 3) Using your computer (the mouse, word processors, creating and saving files, formatting text)
- 4) Printing and closing files
- 5) Opening and deleting files
- 6) Restoring deleted files
- 7) Turning off your computer
- 8) Review exercises
- 9) Where to go from here...

### **Is this course right for you?**

This course is your first step towards computer literacy. Participants will benefit from personalized tutoring with a hands-on approach to learning. Moreover, participants may have this course conducted at their place of business.

### **The course goal:**

This course aims to help people understand computers and develop basic computing skills. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Introduction to the Internet, Electronic Mail, Small Business Tools on the Internet and more!

Call us toll free at **1-888-807-7777**  
to sign up for **Computer Basics!**

# Internet Training

## Introduction to the Internet

The objective of this three-hour module is to provide an introduction to basic principles of the Internet and the World Wide Web. This course is meant for beginner Web users, and will teach skills ranging from getting connected to the Internet to learning useful search techniques. An emphasis will be placed on learning how to navigate the World Wide Web to find specific information of interest to the user.

### **There are ten areas of focus within Introduction to the Internet:**

- 1) How does the Internet work?
- 2) Finding the best Internet Service Provider (ISP) for you
- 3) Connecting to the Internet
- 4) Discovering Web browsers
- 5) Web addresses - a URL's anatomy
- 6) Learning to surf!
- 7) Links
- 8) Bookmarking favorite sites
- 9) Directories and search engines
- 10) Refining a search

### **Is this course right for you?**

This course is for anyone who wants to develop a basic understanding of the Internet while learning to find specific information on the World Wide Web. Some basic computer skills are recommended, but no experience with the Internet is required. Participants may have this course conducted at their business.

### **The course goal:**

Upon completion of this course, the participant should have a basic understanding of Internet principles - including how to connect to the Internet, how to use a Web browser, how to keep track of favorite sites and how to use search tools to find information. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Electronic Mail, Internet Applications, On-Line Transactions and more!

Call us toll free at **1-888-807-7777**  
to sign up for **Introduction to the Internet!**

# Internet Training

## Electronic Mail

The objective of this three-hour module is to provide instruction on how to use a computer as a communication tool. Participants will discover how easy and effective it is to communicate with others using e-mail and other on-line tools and services. This session will show participants how to make the most of communication software, including timesaving tips and tricks. Various resources on the World Wide Web will also be demonstrated. This course can be conducted at the participant's place of business.

**There are twelve areas of focus within Electronic Mail training:**

- 1) Communicating over the Internet
- 2) Introducing e-mail
- 3) Sending your first e-mail
- 4) Sending multiple e-mail messages
- 5) Sending file attachments
- 6) Receiving and reading e-mail
- 7) Replying to e-mail
- 8) Creating an electronic address book
- 9) Creating mail filters
- 10) Netiquette
- 11) Electronic signatures/business cards
- 12) Other forms of on-line communication

**The course goal:**

This course is a good introduction to the various tools available for both personal and professional communication on the World Wide Web. Basic computer skills and some experience with the Internet are recommended. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Internet Applications, Small Business Tools on the Internet, On-Line Transactions and more!

**Call us toll free at 1-888-807-7777 to sign up for Electronic Mail!**

# Internet Training

## Internet Applications

The objective of this three-hour module is to introduce participants to different tools available on the Internet including advanced search techniques, uploading and downloading files or applications, zip files, protecting against viruses and using browser enhancing features. Participants will discover a bevy of resources available on-line that can augment and enhance their time spent on the World Wide Web, many of which are available for free!

### **There are eight areas of focus within Internet Applications training:**

- 1) Finding what you want on the web: *super* search engines!
- 2) Advanced search techniques
- 3) Translation tools
- 4) Downloading and installing freeware and shareware
- 5) File transfer protocol (FTP)
- 6) Data compression and decompression (zip files)
- 7) Understanding viruses – and how to protect against them!
- 8) Finding and installing useful browser plug-ins

### **Who should take this course?**

This course is specifically intended for those with basic computer knowledge and Internet experience. Participants will benefit from personalized tutoring with a hands-on approach to learning. Moreover, participants may have this course conducted at their place of business!

### **The course goal:**

This course builds upon basic knowledge already possessed by the participant, with a focus on more advanced search techniques and integrated computer applications. New concepts are introduced such as file transfer, data compression, virus scanners and installing on-line software. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Electronic Mail, Small Business Tools on the Internet, On-Line Transactions and more!

Call us toll free at **1-888-807-7777**  
to sign up for **Internet Applications!**

# Internet Training

## On-Line Transactions

This is a three-hour module that introduces and provides basic training on Internet-based electronic transactions. Participants will learn the basics of on-line banking and purchasing goods on-line, as well as important safety tips and on-line security issues. An emphasis will be placed on exploring sites dealing with Internet banking and on-line shopping.

### **There are five primary areas of focus within On-Line Transactions:**

- 1) Security issues - what you should know about encryption
- 2) On-line banking - no more waiting in line!
- 3) On-line shopping - from the comfort of your own home
- 4) Security tips - what to watch out for, resources for consumer protection
- 5) Sites of interest

### **Is this course right for you?**

This course is for those who are familiar with using the Internet as an information resource, and are now interested in exploring and understanding purchasing and banking on-line. Participants will benefit from personalized tutoring with a hands-on approach to learning. Moreover, participants may elect to have this course conducted at their place of business!

### **The course goal:**

This course aims to help people understand how to conduct a variety of timesaving and useful transactions over the Internet, in a safe and secure manner. On-line banking and purchasing concepts are introduced in an easy to understand manner. These skills and concepts will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional courses such as Small Business Tools on the Internet or any of the modules within our *E-Commerce First Step* suite of training!

Call us toll free at **1-888-807-7777**  
to sign up for **On-line Transactions!**

# Internet Training

## Small Business Tools on the Internet

There are many resources on the Internet of great value to small and medium-sized enterprises, including government resources on starting a business, financing, market research, trends and statistical data. This three-hour module covers various topics of interest to small businesses, including how to access and search for on-line information. This training can also be customized to suit a particular business or industry.

### **There are eight areas of focus within Small Business Tools on the Internet:**

- 1) Introduction to Strategis
- 2) Starting your business
- 3) Financing your business
- 4) Business development
- 5) Market research
- 6) Importing and exporting
- 7) Running your business
- 8) On-line resources (discussion groups, valuable links)

### **Who should take this course?**

This course is designed for small and medium-sized business owners and managers that have basic computer skills and are familiar with using Internet search engines and browsers. Participants will benefit from personalized tutoring with a hands-on approach to learning.

### **The course goal:**

The aim of this course is to quickly familiarize participants with a wide selection of informative Internet resources, and demonstrate how to access relevant business information on-line. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Internet Applications, Electronic Mail, On-Line Transactions and more!

Call us toll free at **1-888-807-7777**  
to sign up for **Small Business Tools on the Internet!**

# Seniors Internet Training

## Basic Computer Skills

Basic Computer Skills is a three-hour module that provides an overview of basic and necessary computing skills, especially for Canadian seniors. Participants will learn to manipulate the keyboard and mouse while creating simple text documents. An emphasis will be placed on computer literacy in easy to understand terms – no technical jargon! Common terms will be explained in order to familiarize seniors with a computer.

**There are seven areas of focus within Basic Computer Skills training:**

- 1) An overview of basic computer terminology
- 2) Measuring computer information
- 3) Turning on the computer
- 4) Printing and closing files
- 5) Opening files
- 6) Turning off the computer
- 7) Where to go from here...

### **Is this course right for you?**

This course is a first step towards computer literacy! Seniors who feel they have “missed” the computer revolution can start here - with the basics. This is practical and personalized tutoring with a hands-on approach to learning.

### **The course goal:**

This course aims to help seniors understand computers and develop basic computing skills. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Introduction to the Internet, Communicating On-Line and more!

Call us toll free at **1-888-807-7777**  
to sign up for **Basic Computer Skills!**



# Seniors Internet Training

## Introduction to the Internet

The objective of this three-hour module is to introduce basic principles of the Internet and the World Wide Web to Canadian seniors. This course is meant for beginners, and will teach skills ranging from getting connected to the Internet to learning search techniques. An emphasis will be placed on learning how to navigate the World Wide Web to find specific information of interest to seniors.

### **There are eleven areas of focus within Introduction to the Internet:**

- 1) The Internet – what is it and how does it work?
- 2) Finding the best Internet Service Provider (ISP) for you
- 3) Connection types, prices and necessary equipment
- 4) Connecting to the Internet
- 5) Discovering web browsers
- 6) Web addresses - a URL's anatomy
- 7) Clicking the right buttons – and learning to surf!
- 8) Links
- 9) Bookmarking your favorite sites
- 10) Can you say “YAHOO”?
- 11) Glossary of terms

### **Is this course right for you?**

This course is for any senior that wants to develop a basic understanding of the Internet while learning to find specific information on the World Wide Web. Some basic computer skills are recommended, but no experience with the Internet is required.

### **The course goal:**

Upon completion of this course, the senior should have a basic understanding of Internet principles. This includes how to connect to the Internet, how to use a Web browser, how to keep track of favorite sites and how to use search tools to find information. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Communicating On-Line, Electronic Commerce and You and more!

Call us toll free at **1-888-807-7777**  
to sign up for **Introduction to the Internet!**

# Seniors Internet Training

## Communicating On-Line

The objective of this three-hour module is to instruct Canadian seniors on how to use their computer as a communication tool. Seniors will discover how easy and effective it is to communicate with friends and family using e-mail and other on-line services. This session will show seniors how to make the most of their communication software, including timesaving tips and tricks. Various resources on the World Wide Web will also be demonstrated.

**There are eleven areas of focus within Communicating On-Line training:**

- 1) Communicating over the Internet
- 2) Goodbye "snail" mail – hello e-mail!
- 3) Getting started
- 4) Logging on to your e-mail
- 5) Sending your first e-mail
- 6) Sending multiple e-mails
- 7) Sending file attachments
- 8) Receiving e-mail
- 9) Replying to e-mail
- 10) Creating an electronic address book
- 11) Glossary of terms

### **The course goal:**

This course is a good introduction to the various tools available for seniors to communicate with others on the World Wide Web. Basic computer skills and some experience with the Internet are recommended. These skills will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with additional topics such as Electronic Commerce and You or any of the modules within our Internet Training suite of products!

Call us toll free at **1-888-807-7777**  
to sign up for **Communicating On-Line!**

# Seniors Internet Training

## Electronic Commerce and You

This is a three-hour module that introduces Canadian seniors to the world of electronic transactions over the Internet. Seniors will learn the basics of on-line security and how to safely purchase goods and services. An emphasis will be placed on exploring sites dealing with Internet banking, on-line shopping and resources of particular interest to seniors.

### There are six areas of focus within Electronic Commerce and You:

- 1) Security issues - what you should know
- 2) On-line banking - no more waiting in line!
- 3) On-line shopping - from the comfort of your own home
- 4) On-line information services – forms, forms and more forms!
- 5) Security tips - what to watch out for when on-line
- 6) Sites of interest

### Is this course right for you?

This course is for seniors who are familiar with using the Internet as an information resource, and are now interested in exploring and understanding the world of e-commerce. Seniors will benefit from this practical and personalized tutoring with a hands-on approach to learning.

### The course goal:

This course aims to help seniors feel safe and secure while conducting a variety of timesaving and useful transactions over the Internet. On-line banking and purchasing concepts are introduced in an easy to understand manner. These skills and concepts will provide the necessary foundation for taking more advanced training from the Student Connection Program. Further your knowledge with any additional modules within our Internet Training suite of products!

Call us toll free at **1-888-807-7777**  
to sign up for **Electronic Commerce and You!**



## Le commerce électronique — Première étape



Un plan d'action en matière de commerce électronique pour petites entreprises...

Canada

# Faites atteindre de nouveaux sommets à votre entreprise

Est-ce que le Commerce électronique — Première étape peut venir en aide à mon entreprise?

Oui!



### Voici comment :

- Découvrez les avantages des affaires électroniques par rapport à votre entreprise
- Recevez un rapport personnalisé et un plan d'action vous démontrant comment tirer profit du commerce électronique
- Profitez de solutions en commerce électronique et de formation répondant aux besoins précis des petites entreprises
- Faites de vos premiers pas en commerce électronique, un pas dans la bonne direction

## Tirez parti du Web

On a beaucoup parlé et écrit sur l'incidence du commerce électronique dans les affaires. Avec le nombre sans cesse croissant d'histoires de réussite que l'on entend chaque jour, on comprend pourquoi de plus en plus d'entreprises se lancent dans le commerce électronique en ligne dans le but d'y trouver un avantage concurrentiel. Des investisseurs et d'autres industriels prévoient une croissance constante du marché des affaires électroniques.

### Mais que signifie tout cela pour vous?

Il existe désormais un programme spécialement conçu pour ouvrir les portes du monde des affaires électroniques aux propriétaires de petites entreprises. *Le commerce électronique — Première étape* offre des solutions de conseils personnalisés sur comment l'Internet peut avoir un effet sur votre entreprise.

### SERVICES PRATIQUES PERSONNALISÉS

*Le programme Le commerce électronique—Première étape* vous offre une consultation individuelle et vous propose une solution spécialement adaptée à votre entreprise. Pour un prix minime, un conseiller dûment certifié de l'Équipe du commerce électronique se rendra à vos bureaux, examinera votre situation actuelle et vous fournira une analyse complète de la façon dont vous pourriez utiliser une solution de commerce électronique pour améliorer votre entreprise. Toute cette information est contenue dans un rapport détaillé, accompagné d'un plan d'action.

### TOUT LE MONDE PEUT EN BÉNÉFICIER

*Le commerce électronique—Première étape* s'adresse à tous les types de petites entreprises. Peu importe que vous connaissiez les technologies de l'information ou pas, que vous ayez déjà votre site Web ou non, le programme est entièrement adapté à vos besoins!

### Rencontrez les membres de l'Équipe du commerce électronique

Que signifie la lettre « e »? Électronique, bien entendu, mais également entreprenant, enthousiaste et entrepreneur, bien sûr!

Lorsque vous vous inscrivez au programme *Le commerce électronique — Première étape*, vous recevez des conseils et de l'aide de l'Équipe du commerce électronique, un groupe spécialement formé et composé d'étudiants de niveau postsecondaire accrédités du programme Étudiants bien branchés d'Industrie Canada. Ces personnes spécialisées vous font profiter de leurs vastes connaissances sur de nombreux aspects d'Internet et vous expliquent comment il pourrait avoir un effet sur votre entreprise. Mieux encore, ces spécialistes utilisent le même langage que vous, non pas un jargon technique compliqué.

### DES RÉPONSES À VOS QUESTIONS

Votre conseiller de l'Équipe du commerce électronique vous proposera des solutions pratiques et faciles à comprendre pour répondre à vos questions sur le commerce électronique, entres autres :

- Comment créer une présence de base sur le Web?
- Des conseils sur la conception et la mise en page de votre site.
- Comment amener les gens à consulter votre site?
- Comment accepter les paiements par carte de crédit par l'entremise de votre site?
- Votre entreprise est-elle prête à vendre en ligne?

### INSCRIVEZ-VOUS DÈS MAINTENANT!

Pour obtenir de plus amples renseignements sur *Le commerce électronique — Première étape*, communiquez avec le personnel responsable du programme Étudiants bien branchés de votre région.

Composez notre numéro sans frais

**1 888 807-7777**

ou visitez notre site

**[www.scp-ebb.com](http://www.scp-ebb.com)**

programme étudiants bien branchés

Faites atteindre de nouveaux sommets à votre entreprise





Government of Canada

Gouvernement du Canada



# e-commerce first step



an e-commerce action plan for small business...

Canada

# Take Your Business to a New Level

## Can E-Commerce First Step help my business?

### YES!



### Here's how:

- Discover the advantages of making your business an "e-business".
- Receive a customized assessment and action plan that explains how e-commerce can help you.
- Benefit from e-commerce information and training developed specifically for small businesses.
- Make your first step into e-commerce a step in the right direction.

## Make The Web Work For Your Business

So much has been said and written about electronic commerce and the impact that it's having on business today. With the growing number of Internet success stories being broadcast at every turn, it's easy to see why more and more companies are jumping online in order to gain a competitive edge. Investors and other industry experts are forecasting continued growth in the e-business market.

## What Does This Mean to You?

Now there's a program specifically designed to provide a gateway between small business owners and the world of e-business. *E-Commerce First Step* offers personalized solutions and advice on how you can use the Internet to impact your business.

### PRACTICAL, PERSONALIZED SERVICE

The *E-Commerce First Step* program offers one-on-one consultation, so you get a customized solution specifically tailored to your business. For a nominal fee, a certified eTeam Advisor will visit your business in person, examine its current situation and provide a full analysis of how an e-commerce solution could be used to enhance your enterprise. All of this information is included in a detailed report and a step-by-step action plan.

### SOMETHING FOR EVERYONE

*E-Commerce First Step* is aimed at entrepreneurial businesses of all kinds. It doesn't matter whether you're technically savvy, relatively inexperienced, already running a Web site, or completely unfamiliar with the Web — the program is customized to you!

### Meet the eTeam

What does the "e" stand for? Electronic, yes, but also enterprising, enthusiastic, engaging and, of course, entrepreneur!

When you enroll in the *E-Commerce First Step* program, you will benefit from the advice and assistance of the eTeam, a group of specially trained and certified post-secondary students from Industry Canada's Student Connection Program. These educated individuals offer a wide spectrum of knowledge about many aspects of the Internet, and how it can impact your business. Best of all, they speak your language — no complicated technical jargon.

### YOUR QUESTIONS ANSWERED

Your eTeam Advisor will provide relevant and easy to understand solutions to your e-commerce questions, including:

- How to create a basic Web presence
- Tips on building and formatting your site
- How to drive traffic to your site
- How to accept credit card payment via your site
- Whether your business is ready to sell online

### SIGN UP TODAY!

For more information on *E-Commerce First Step* contact the Student Connection Program in your area:

## Call Toll Free 1-888-807-7777

## or visit us online: [www.scp-ebb.com](http://www.scp-ebb.com)

student connection program

## Take Your Business to a New Level

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Des solutions ingénieuses  
pour votre entreprise

1 888 807-7777

[www.etudiantsbienbranchés.ca](http://www.etudiantsbienbranchés.ca)

Canada

## La formation Internet et le cybercommerce, ça bouge!

### Mettez Internet au service de votre entreprise

Le cybercommerce et Internet sont en train de révolutionner le monde des affaires. La nouvelle économie repose sur le savoir et les entreprises doivent évoluer pour soutenir la vive concurrence du marché mondial. Les petites entreprises en quête de nouveaux marchés pour leurs produits et services doivent se montrer particulièrement combattives. Les entreprises canadiennes doivent adopter les technologies et mettre en œuvre des pratiques commerciales novatrices si elles veulent profiter des avantages du cybercommerce.

### Étudiants bien branchés (EBB) d'Industrie Canada peut vous aider!

EBB propose une formation de qualité, peu coûteuse et adaptée aux besoins particuliers de votre entreprise — une formation que vous pouvez suivre sur place, à votre poste de travail. Les conseillers d'EBB donnent des consultations individuelles qui vous aideront à découvrir les avantages de faire des affaires au moyen d'Internet. Qu'il s'agisse de planifier, de promouvoir ou de mettre à jour votre site Web ou d'intégrer une fonction de paiement électronique à vos opérations en ligne, vous pouvez apprendre comment optimiser votre présence sur Internet.



### Exploitez la puissance d'Internet

Vous voulez gagner du temps, réduire vos coûts, promouvoir votre entreprise et étendre votre marché en ligne? Les conseillers d'EBB vous montreront comment! Ils pourront examiner vos problèmes d'ordre technologique ou commercial, élaborer un plan d'action et vous aider à acquérir les connaissances nécessaires pour faire vos premiers pas dans le cybercommerce, et ce, à votre propre rythme.

- Naviguez sur le Web rapidement et en toute confiance, et obtenez des résultats concrets.
- Trouvez de nouveaux débouchés commerciaux, des ressources et des relations sur le Web.
- Effectuez diverses transactions en ligne pour gagner du temps.
- Adaptez les séances à vos besoins (des séances de groupe ou des séminaires peuvent être organisés).

### Des conseillers qualifiés et accrédités

En exerçant ses activités à partir des collèges et des universités du Canada et en collaborant avec les établissements postsecondaires, les entreprises et les administrations publiques, EBB stimule la croissance des économies locales et aide à transformer des idées et des connaissances en produits et services, et à trouver de nouvelles façons de faire les choses.

- Dans le cadre de la Stratégie emploi jeunesse du gouvernement fédéral, EBB a embauché plus de 5 300 étudiants d'université et de collège qui sont devenus conseillers auprès des entreprises. Depuis 1996, ces conseillers ont fourni une précieuse formation en technologie de l'information à plus de 160 000 clients, partout au Canada.
- Les conseillers sont généralement des étudiants qui terminent leurs études en administration ou en informatique, choisis en raison de leurs connaissances, de leurs compétences en informatique et de leur professionnalisme.
- Ces brillants jeunes dirigeants de demain allient leurs compétences toutes fraîches, l'accréditation d'EBB et leur expérience de travail pratique pour offrir aux entrepreneurs une formation de pointe.

### Un service personnalisé et rentable

Que vous soyez un simple novice ou un mordru du Web, vous trouverez sûrement quelque chose pour vous dans notre panoplie de modules courts et pratiques — le tout à prix minime.

### Le commerce électronique — Première étape

- Recherche en ligne pour les entreprises **NOUVEAU!**
- Plan d'action pour les cyberaffaires
- Sécurité sur Internet
- Planification d'un site Web
- Évaluation d'un site Web
- Promotion en direct
- Vente par Internet
- Diffusion de bulletins électroniques
- Présentations à l'intention de groupes
  - Affaires électroniques
  - Cybermarketing
  - Naviguer en toute sécurité
  - Sites Web s'adressant aux entreprises

### Formation Internet pour les entreprises

- Informatique de base
- Introduction à Internet
- Courrier électronique
- Applications Internet
- Outils Internet pour les entreprises
- Transactions en ligne

### EBB offre également : Formation Internet pour les aînés

- Informatique de base
- Introduction à Internet
- Communiquer en direct
- Le commerce électronique et vous

## Partout au Canada!

Pour communiquer avec le Centre d'EBB le plus près, composez sans frais le

**1 888 807-7777**

Industrie Canada, le milieu des affaires, les universités, les collèges et les administrations publiques — tous unis pour promouvoir et appuyer les affaires électroniques.

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des collèges  
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Les plans de cours sont  
affichés sur le site Web d'EBB,  
[www.etudiantsbienbranchés.ca](http://www.etudiantsbienbranchés.ca)

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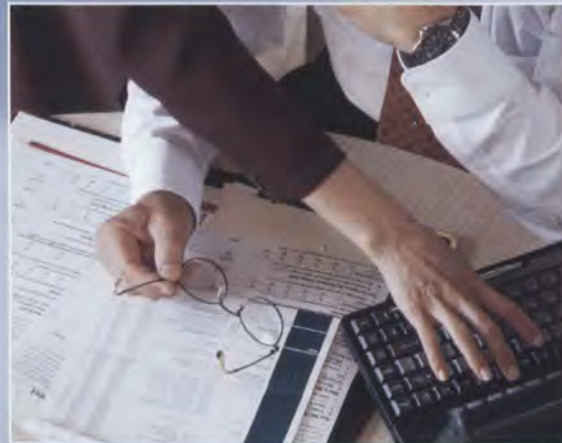
## Internet and e-commerce training *in action!*

### Make the Web work for your business

Electronic commerce and the Internet have a huge impact on today's business. The new economy is knowledge-based, and companies must evolve to succeed in this highly competitive global marketplace. Small companies have an even greater need to be aggressive when pursuing new markets for their products and services. Canadian firms need to adopt technologies and implement innovative business practices to take advantage of electronic commerce opportunities.

### This is where Industry Canada's Student Connections (SC) can help you!

We offer low-cost, high-quality Internet and e-commerce training tailored to your specific business needs, and we can provide it on-site, at your own computer. Our advisors work with you, one-to-one, to help you discover the benefits of doing business on the Internet. From planning, promoting and updating a Web site to incorporating electronic payment processes into your on-line activities, you can learn the elements of a successful and marketable e-presence.



### Harnessing the power of the Internet

You can save time, cut costs, promote your business and expand your market on-line — let our advisors show you how! We can review your technology and business issues, develop an action plan and give you the knowledge you need to build your business on-line, all at your own pace.

- Navigate the Web confidently and quickly, with practical results.
- Source out business opportunities, resources and contacts on the Web.
- Conduct a variety of time-saving transactions on-line.
- Tailor the sessions to suit your needs (group sessions or seminars can be arranged).

### Qualified and certified advisors

By operating out of colleges and universities across Canada, and collaborating with post-secondary institutions, business, government and industry, Student Connections is encouraging the growth of local economies and helping to turn ideas and knowledge into new products, new services and innovative ways of doing business.

- Under the federal government's Youth Employment Strategy, we've employed more than 5300 post-secondary students as Student Business Advisors, who have provided valuable information technology (IT) training to more than 160 000 clients across Canada since 1996.
- Our advisors are usually business or computer students in their final years of study who have been selected for their knowledge, IT skills and professionalism.
- These bright young future leaders combine up-to-date skills, Student Connections certification and on-the-job work experience to deliver cutting-edge training for business.

### Customized and cost-effective

Whether you are a novice or Net-savvy, you are sure to find something of interest in our wide range of short, practical modules — all for a nominal fee.

### E-Commerce First Step

- On-Line Research for Business *NEW!*
- E-Business Blueprint
- Internet Security
- Web Site Planning
- Web Site Evaluation
- On-Line Promotion
- Selling on the Internet
- Distributing E-Newsletters
- Group Presentations
  - E-Business
  - Web Marketing
  - Safe Surfing
  - Business Web Sites

### Internet Training for Business

- Computer Basics
- Introduction to the Internet
- Electronic Mail
- Internet Applications
- Business Tools on the Internet
- On-Line Transactions

### We also offer: Internet Training for Seniors

- Basic Computer Skills
- Introduction to the Internet
- Communicating On-Line
- Electronic Commerce and You

**We're Canada-wide!**  
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# Student Connection Program



Providing Canadian business with Internet training and e-commerce solutions



## Discover why the SCP should be your Internet training resource!

### Make the INTERNET work for YOU



The **Student Connection Program (SCP)** uses today's information technologies (IT) and maximizes them to your advantage. We offer low-cost, high-quality, Internet training tailored to your specific business needs, and we'll provide it on-site — right at your own computer!

The **Student Connection Program** is part of the Government of Canada's Connecting Canadians initiative. With each client trained, the **SCP** is helping to make Canada the most connected country in the world.

#### INTRODUCING CANADIAN BUSINESSES TO THE POWER OF THE INTERNET

- Learn how to navigate the Web confidently and quickly, with practical results. Stop searching and start surfing smarter!
- Source out business opportunities, resources and contacts on the Web. We can teach you how to conduct a variety of time-saving transactions on-line.
- Looking for cost-effective and customized Internet training? Our personalized sessions can be tailored to suit your business needs. We can even arrange group training or seminars.

#### STUDENT BUSINESS ADVISORS

Since 1996, the **Student Connection Program** has hired, trained and certified more than 3200 university and college students and recent graduates as Student Business Advisors. These advisors have provided valuable IT training to more than 80 000 small and medium-sized enterprises across Canada — and these numbers are increasing every day! Through the **SCP**, students and grads gain relevant work experience that will ease their transition from school to the working world.

#### A VARIETY OF TRAINING OPTIONS

Whether you are a beginner or an experienced Web user, you are sure to find something of interest in our wide range of training modules — all for a nominal fee.

##### INTERNET TRAINING

- Computer Basics
- Introduction to the Internet
- Electronic Mail
- Internet Applications
- Small Business Tools on the Internet
- On-Line Transactions

##### E-COMMERCE FIRST STEP

- E-Business Blueprint
- Targeted Consultations
  - Web Site Planning
  - Web Site Evaluation
  - On-Line Promotion
  - Selling on the Internet
- E-Business Presentations

##### SENIORS INTERNET TRAINING

- Basic Computer Skills
- Introduction to the Internet
- Communicating On-Line
- Electronic Commerce and You

We're **Canada-wide!**  
To reach the **SCP** Administrative Centre nearest you, call **TOLL-FREE** **1-888-807-7777**

Visit us on-line at **www.scp-ebb.com**

**Student Connection Program**  
*Smart solutions for your business*



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## Programme étudiants bien branchés



Apprendre aux  
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canadiennes  
à utiliser Internet  
et à profiter du commerce  
électronique

Canada

# Pourquoi ne pas faire appel à **EBB** pour votre formation Internet?

## Mettez **INTERNET** à **VOTRE** service



Le programme **Étudiants bien branchés (EBB)** se sert des technologies de l'information (TI) et en tire le plus grand parti, à votre avantage. Nous offrons des cours Internet de haute qualité, peu coûteux et adaptés aux besoins de votre entreprise, que nous donnons à votre bureau même, avec votre ordinateur!

Le programme **Étudiants bien branchés** fait partie de l'initiative Un Canada branché du gouvernement fédéral. Chaque fois qu'il forme un client, **EBB** contribue à faire du Canada le pays le plus branché du monde.

### LA PUISSANCE D'INTERNET DÉVOILÉE AUX ENTREPRISES CANADIENNES

- Apprenez à naviguer sur le Web rapidement et en toute confiance et obtenez des résultats concrets. Cessez de chercher à l'aveuglette et commencez à naviguer comme un pro!
- Trouvez de nouveaux débouchés commerciaux, des ressources et des relations sur le Web. Nous pouvons vous montrer comment faire promptement toutes sortes d'opérations en ligne.
- Vous cherchez des cours Internet rentables et personnalisés? Nous pouvons adapter nos séances de formation aux besoins de votre entreprise, voire organiser des cours ou des ateliers de groupe.

### LES ÉTUDIANTS CONSEILLERS AUPRÈS DES ENTREPRISES

Depuis 1996, le programme **Étudiants bien branchés** a embauché, formé et accrédité plus de 3 200 étudiants d'université et de collège ou de jeunes diplômés qui sont devenus conseillers auprès des entreprises. Partout au Canada, ces conseillers ont fourni une précieuse formation en technologies de l'information à plus de 80 000 petites et moyennes entreprises, et ces chiffres augmentent tous les jours. Grâce à **EBB**, étudiants et diplômés acquièrent une expérience pertinente qui facilite leur entrée dans le monde du travail.

### UNE VASTE GAMME DE COURS

Que vous soyez un internaute débutant ou chevronné, vous trouverez sûrement quelque chose pour vous dans notre vaste gamme de cours — le tout à prix minime.

#### FORMATION INTERNET

- Informatique de base
- Introduction à Internet
- Courrier électronique
- Applications Internet
- Outils Internet pour la petite entreprise
- Transactions en ligne

#### COMMERCE ÉLECTRONIQUE — PREMIÈRE ÉTAPE

- Plan d'action pour les cyber-affaires
- Consultations ciblées
  - Planification d'un site Web
  - Évaluation d'un site Web
  - Promotion en direct
  - Vente par Internet
- Présentations sur les affaires électroniques

#### FORMATION INTERNET POUR LES AÎNÉS

- Informatique de base
- Introduction à Internet
- Communiquer en direct
- Le commerce électronique et vous

Partout au Canada!

Pour rejoindre le centre  
administratif **EBB**  
le plus près de chez vous,  
composez **SANS FRAIS** le  
**1 888 807-7777**

Consultez notre site Web  
**www.scp-ebb.com**

Le programme **Étudiants  
bien branchés**  
Des solutions ingénieuses  
pour votre entreprise



N.B. Dans cette publication, la forme masculine désigne tant les femmes que les hommes.

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# Le commerce électronique — Première étape



Ouvrez-vous à l'univers du commerce électronique

Canada

# Donnez une autre dimension à votre entreprise

## Le WEB au service de votre entreprise



Le commerce électronique est en train de révolutionner le monde des affaires. De plus en plus d'entreprises s'inscrivent en ligne, et les spécialistes prévoient l'expansion des cyber-affaires.

**Le commerce électronique — Première étape** est votre passerelle d'accès au commerce électronique.

- Votre entreprise est-elle prête à se lancer sur le marché électronique?  
**Le commerce électronique — Première étape** peut vous montrer comment faire.
- Vous souhaitez faire appel à des spécialistes qui vous aideront à mettre votre entreprise en ligne?  
**Le commerce électronique — Première étape** vous offre de l'information sur mesure.

Que vous soyez un mordru du Web ou un simple novice, **Le commerce électronique — Première étape** vous montrera les avantages de faire des affaires au moyen d'Internet.

### VOS PREMIERS PAS DANS LES CYBER-AFFAIRES

**Le commerce électronique — Première étape** vous offre des consultations individuelles qui vous apporteront des solutions adaptées à votre entreprise.

Que vous souhaitiez établir un plan d'action pour faciliter votre entrée dans le monde du commerce électronique ou bénéficier de consultations ciblées pour maximiser votre présence dans Internet, **Le commerce électronique — Première étape** offre sur place un service personnalisé.

### Un plan d'action pour les cyber-affaires

Un conseiller se rend sur place évaluer votre technologie et vos besoins. Puis, il procède à une analyse des capacités ou du potentiel de votre entreprise en matière de commerce électronique et dresse un plan d'action. Il vous donnera alors ce plan d'action détaillé, que vous pourrez ensuite mettre en œuvre.

### Des consultations ciblées

Si vous vous sentez dépassé par les possibilités du commerce électronique ou par les détails techniques, **Le commerce électronique — Première étape** vous propose plusieurs forfaits de consultation ciblés, simples à comprendre :

- **Planification d'un site Web** — Comment aménager un site efficace.
- **Évaluation d'un site Web** — Comment améliorer votre site.
- **Promotion en direct** — Comment commercialiser vos produits et services en ligne et attirer des clients.
- **Vente par Internet** — Comment intégrer le paiement électronique à votre site.

Au terme des consultations ciblées du service **Le commerce électronique — Première étape**, vous disposerez d'un plan d'action, d'un rapport ou d'un cahier pratique qui vous serviront de guide pour lancer votre entreprise dans les cyber-affaires.

**Le commerce électronique — Première étape** offre aussi des exposés sur les cyber-affaires à des groupes communautaires et à des gens d'affaires. Vous n'avez qu'à les demander.

### DES CONSEILLERS COMPÉTENTS À QUI VOUS POUVEZ VOUS FIER

Le service **Le commerce électronique — Première étape** est fourni par des étudiants conseillers qui s'expriment simplement, sans utiliser de jargon technique. Mieux encore, grâce à leur formation technique de pointe, ces conseillers compétents peuvent vous aider à atteindre vos objectifs en matière de commerce électronique à prix très abordable.

## Un service d'envergure nationale!

APPELEZ SANS FRAIS AU CANADA  
1 888 807-7777

Visitez notre site à  
<http://www.scp-ebb.com>

N.B. Dans cette publication, la forme masculine désigne tant les femmes que les hommes.

## Laissez-nous vous montrer la valeur d'Internet

**Le commerce électronique — Première étape** est un service du programme Étudiants bien branchés d'Industrie Canada offert en partenariat avec le secteur privé. Depuis 1996, le programme Étudiants bien branchés a recruté plus de 3 200 étudiants ou nouveaux diplômés de collèges et d'universités et les a formés comme conseillers auprès d'entreprises. Ces conseillers ont, depuis quatre ans, donné une formation technique personnalisée à plus de 80 000 petites et moyennes entreprises dans tout le Canada.

### LE COMMERCE ÉLECTRONIQUE — PREMIÈRE ÉTAPE

Des solutions ingénieuses pour votre entreprise



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# e-commerce first step



Open your doors to the world of electronic commerce



# Take Your Business to a New Level

## Make the WEB work for your business



Electronic commerce is making a huge impact on business today. More and more companies are going on-line, and industry experts forecast continued growth in the e-business market.

*E-Commerce First Step* is your gateway to the world of e-commerce.

- Is your business ready to expand into the electronic marketplace?

*E-Commerce First Step* can show you how.

- Are you are looking for in-depth consultations to help you build your on-line business?

*E-Commerce First Step* can give you the targeted information you need.

Whether you are technically savvy or completely unfamiliar with the Web, *E-Commerce First Step* will help you discover the benefits of doing business on the Internet.

### FIRST STEPS TO DOING BUSINESS ON-LINE

*E-Commerce First Step* works with you, one-on-one, to find smart solutions for your business.

Whether you need a comprehensive e-business blueprint to guide your development, or targeted consultations to build your impact on-line, *E-Commerce First Step* offers on-site, personal service.

#### The e-business blueprint

*First Step* advisors review your technology and your business issues. Then they do the analysis, taking stock of your current or potential e-commerce capabilities and setting up an action plan to guide your business. You will receive a comprehensive e-business blueprint, ready for you to put into action.

#### Targeted consultations

If you feel overwhelmed by the possibilities or bogged down in technical details, *E-Commerce First Step* offers several easy-to-understand targeted consultation packages:

- **Web site planning** — how to build and format an effective site
- **Web site evaluation** — how to get better results from your current site
- **On-line promotion** — how to market on-line and direct traffic to your site
- **Selling on the Internet** — how to incorporate electronic payment into your on-line business.

*E-Commerce First Step's* targeted consultations also include an action plan, report or workbook designed to act as your reference as you build your business on-line.

*E-Commerce First Step* also gives presentations to community and business groups on e-business issues. Just ask!

### QUALIFIED ADVISORS YOU CAN TRUST

*E-Commerce First Step's* services are provided by talented student advisors who speak in a language you understand — no unnecessary technical jargon. Best of all, with their up-to-the-minute technical training, these qualified advisors can help you meet your e-commerce goals — all for a nominal fee.

## We're Canada-wide!

CONTACT US FROM ANYWHERE IN CANADA, TOLL-FREE

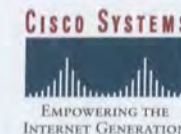
1-888-807-7777

Visit us on-line at <http://www.scp-ebb.com>

## Let us show you the power of the Internet

*E-Commerce First Step* is part of Industry Canada's Student Connection Program and is delivered in partnership with the private sector. The Student Connection Program has hired, trained and certified more than 3200 university and college students and recent graduates as student business advisors since 1996. In just four years these advisors have provided customized, hands-on technology training to more than 80 000 small and medium-sized businesses across Canada.

**E-COMMERCE FIRST STEP**  
Smart solutions for your business



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The Student Connection Program  
can be contacted by calling 1-888-807-7777

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