

# Internet for Managers



The **Internet** is unquestionably an **IMPORTANT** part of both our personal and business lives.

### What you will learn:

- ✓ History of the Internet
- ✓ How to access the Internet
- ✓ Internet Security
- ✓ Search Engines
- ✓ Meta-search Engines
- ✓ Intelligent Agents
- ✓ E-Commerce
- ✓ Purchasing on the Internet
- ✓ Advertising your Site
- ✓ Search Engine Optimisation
- ✓ Security Threats

**... and yet it is amazing how many of us have not yet gotten round to try it for ourselves.** Statistics show that everyday more and more people learn to use the Internet. If you are not yet one of them ...

**... you know it is time you took part in an introductory Internet course.**

### Course Objectives

This half-day course provides to managers a thorough introduction to the Internet. The main aim of the course is to provide the necessary information and knowledge of how the Internet works and how to use it.

The course will cover subjects such as the history of the Internet, how the Internet works, accessing the Internet, introduction to e-commerce and Internet security.

Users will learn about browsers and how they are used to find information on the Internet or in an intra-company Intranet. It will cover search engines, meta-search engines and intelligent agents.

The introduction to e-Commerce and Internet Security session will cover creating an e-Commerce Site, payments on the Internet, advertising your site, Search Engine Optimisation and Security Threats.

### At the end the training course you will be able to

- ▶ Confidently access the Internet
- ▶ Search for information on prospective partners, your competition etc
- ▶ Make purchases
- ▶ Advertise your Site effectively
- ▶ ... and much more.

### Target Audience

- ▶ Managers at all levels

### The instructor

An enthusiastic and versatile presenter, Dinos Konis is a Fulbright scholar and a part-time lecturer at Intercollege with a successful 20-year track record in Information Technology in the USA, UK and Cyprus.

**Ithaki Consulting Ltd** specialises in the provision of high quality IT, Funding, Management Consulting and Business Development services.

Tel.: +357 22 382989, Fax: +357 22 384994  
[www.ithakiconsulting.com](http://www.ithakiconsulting.com)

### What you get:

1. 4 hr course.
2. Course presentation handouts.

**This course can be partially funded by the Human Resources Development Authority**