

E-Commerce Training in Nebraska



Inventory, Gap Analysis, and Recommendations

**Compiled by
the Nebraska Rural Initiative,
the Nebraska Rural Development Commission, and
the Nebraska Information Technology Commission**

Contents

Executive Summary	v
E-commerce Training in Nebraska	1
Impact of E-Commerce	1
Adoption of E-Business Practices by Nebraska Businesses	2
Need and Demand for E-Commerce Training	2
Availability of E-Commerce Training	3
Impact of E-Commerce Training	4
Barriers to the Delivery of E-Commerce Training	5
Gap Analysis	5
References	7
Appendix A: E-Commerce Training Programs	9
Table: Traditional Noncredit Courses	10
Table: Traditional Credit Courses	11
Online Courses	12
Courses and Workshop by Provider	13

E-Commerce Training in Nebraska

Inventory, Gap Analysis, and Recommendations

Executive Summary

The Internet and e-commerce technologies are having a significant impact on small businesses. Unfortunately, Nebraska firms appear to be adopting e-commerce at a slower rate than firms nationwide. A 2001 survey of small businesses conducted by the NFIB found that 45% of small firms have a Web site. In comparison, a 2004 survey of Nebraska businesses found that only 31% of small businesses have a Web site. Approximately two-thirds of Nebraska small businesses cite a lack of knowledge of e-commerce practices as one of the barriers to implementing e-commerce.

Providing e-commerce training is one way to encourage Nebraska businesses to use e-commerce effectively. E-commerce training programs are offered by several entities in the state. Offerings include non-credit classes and workshops; for credit classes offered through community colleges, colleges, and universities; and online classes. Not surprisingly, the number of e-commerce training opportunities and the depth of the curriculum are greater in the more populated eastern section of the state.

There appears to be a significant demand for training on e-commerce. Over one-half of Nebraska small businesses are either very or somewhat interested in learning about the following: using the Internet for customer/information/support (53%), marketing Web sites (53%), Web application development/hosting (52%), and how to find vendors/suppliers through the Internet (52%).

Evaluation results indicate that e-commerce courses have an impact on the e-commerce practices of participants. Nearly 90% of the participants in a recent series of e-tailing workshops reported that the e-tailing course helped them utilize e-commerce practices.

Barriers to the delivery of e-commerce training programs in Nebraska include finding six or more individuals with a similar level of e-readiness in a community; finding instructors with expertise in technology, business, and teaching; effectively marketing courses to businesses; and finding facilities to provide hands-on computer training.

Although e-commerce training is available throughout the state and a majority of Nebraska businesses have expressed an interest in learning about e-commerce, that expressed demand is not being translated into a large number of class enrollments. This could be due to a number of factors, including small marketing budgets for e-commerce training programs; the preference of business owners for personal contact with customers; business owners' lack of time to participate in training and implement e-commerce practices; and the cost of implementing e-commerce practices.

Recommendations for promoting e-commerce and expanding access to e-commerce training include:

- Delivering and marketing the advanced e-commerce curriculum being developed by the University of Nebraska Rural Initiative and Cooperative Extension.
- Developing case studies to illustrate the costs, benefits, and ROI of e-commerce for small Nebraska businesses.
- Highlighting effective Web design and e-commerce practices by Nebraska small businesses through an e-commerce/Web design award program.
- Examining the feasibility of a Bit Mobile (a mobile computer lab) to deliver training in Nebraska communities.

E-Commerce Training in Nebraska

Inventory, Gap Analysis, and Recommendations

With the emergence of e-commerce in the 1990s, small, rural businesses began to discover that e-commerce offered a way to cost-effectively advertise their products and expand their markets. Early adopters like Papa Geno's and Annie's Jellies developed Web sites to grow their small businesses. Unfortunately, a majority of Nebraska small businesses are not yet using e-commerce. This document examines the impact of e-commerce on small businesses, the adoption of e-commerce practices by Nebraska businesses, the demand for e-commerce training, the availability of e-commerce training, the impact of e-commerce training, and barriers to the delivery of e-commerce training. Recommendations for promoting e-commerce and expanding access to e-commerce training are also made.

Impact of E-Commerce

E-commerce revenues grew to \$114 billion in 2003 according to Shop.org, and Forrester Research. In 2003, for the first time, online revenues exceeded 5% of total retail sales. Online retail sales are projected to increase 27 percent to \$144 billion in 2004 with the largest increases expected in health and beauty products, apparel, flowers, cards, and gifts.

Many small businesses have developed Web sites to expand their markets. A 2001 survey of small businesses conducted by the NFIB found that 45% of small firms had a Web site. The survey found that a majority of small businesses with Web sites reported gaining new customers (67%), improving competitive position (62%), and increasing total sales (56%). Nearly two-thirds of small businesses with Web sites made a profit or covered the costs of their Web sites. However, only 24% of businesses with Web sites generated revenue from online sales. Most businesses said that Web sites stimulate purchases either at the place of business or by e-mail, fax, or phone. Very small firms benefited the most from being online. Over a third (35%) of businesses with fewer than 10 employees gained 10 to 99 percent of current sales directly or indirectly from their Web sites.

More recent data indicates the continued impact of e-commerce on small businesses. A 2004 survey of small businesses commissioned by eBay and conducted by ACNielsen found that a majority of small businesses said that the Internet has helped their business grow (58%) and become more profitable (51%). A small but significant number of small businesses (15%) reported that they could not survive without the Internet.

The impact of the Internet on small business goes beyond retail sales. Nearly half (49%) of all businesses in the eBay/ACNielsen survey reported that the Internet has

helped them reduce costs. Small businesses reported using the Internet to purchase computers and office technology (54%), capital equipment and supplies (48%), and other business-related goods (59%).

A small but growing number of Nebraska businesses are generating revenue from Web sites. Fifteen percent of Nebraska businesses with Web sites say that their site has helped generate a great amount of profit. Nebraska businesses with Web sites on average earned 5.5% of their revenue in 2002 from their Web sites and expect the proportion earned from their Web sites to increase to 9% in 2004.

Adoption of E-Business Practices by Nebraska Businesses

Nebraska firms appear to be adopting e-commerce at a slower rate than firms nationwide. A 2004 survey of Nebraska businesses found that only 31% of small businesses had a Web site. In comparison, 45% of small businesses nationwide had a Web site in 2001.

However, Nebraska businesses are interested in implementing e-commerce practices. Over half of Nebraska businesses indicated that providing detailed product/service information online (66%), reaching new customers (65%), being able to place online orders with suppliers (56%), and improving customer service through the Web (55%) will be important to their businesses in the future. Over 40% percent of Nebraska businesses reported considering using information technology to expand or restructure in the future. The biggest perceived barrier reported to using e-commerce practices was the preference of business owners for personal contact with customers (79%). Other barriers included lack of time to implement and/or maintain a Web site (71%), cost of developing and maintaining an Internet system (68%), and knowledge of e-commerce practices (67%).

Need and Demand for E-Commerce Training

There appears to be a significant demand for training on e-commerce. Over one-half of Nebraska small businesses are either very or somewhat interested in learning about the following: using the Internet for customer/information/support (53%), marketing Web sites (53%), Web application development/hosting (52%), and how to find vendors/suppliers through the Internet (52%).

Businesses participating in the Department of Economic Development's Business Retention and Expansion program have also expressed the need for assistance marketing their products, in using e-commerce, and in developing Web sites. For the past two years, assistance with marketing has been the most requested service. In 2003, the most requested areas of assistance were marketing, recycling, and computer technology and networking. Twenty-one out of the 367 businesses from 21 counties participating in the Business Retention and Expansion in 2003 program indicated that they needed assistance with e-commerce. In 2002, the areas of assistance most often requested were marketing, followed by telecommunications and Web site development.

Availability of E-Commerce Training

E-commerce training programs are offered by several entities in the state. Offerings include non-credit classes and workshops; for credit classes offered through community colleges, colleges, and universities; and online classes. Most course fees are under \$100. The course fee for the University of Nebraska Cooperative Extension's one-day e-tailing workshop is \$35. The Nebraska Electronic Main Street program offered by the University of Nebraska Cooperative Extension and REAP has a course fee of \$49. Online courses providing 6-8 hours of instructional time offered by Nebraska Training are \$49 per course. A six-week online course on using eBay offered by Western Nebraska Community College in partnership with Ed2go costs \$79. A more indepth, 30-hour course on e-commerce offered by Southeast Community College has a course fee of \$129.

The largest non-credit program is the University of Nebraska Cooperative Extension's Nebraska Electronic Main Street program. In the five years it has been offered, over 600 business people have participated in the program. Participation in the program peaked in 2001 with 15 classes and 188 participants. Additionally, REAP and the Nelson Institute have also offered the program. Over 70 business people have participated in REAP-sponsored courses. In 2004, the University of Nebraska offered four one-day e-tailing workshops attended by 105 business people and resource providers. The e-tailing workshop has been revised and will be offered in 10 additional communities in 2004-2005. The Nebraska Rural Initiative and Cooperative Extension are developing an advanced e-commerce curriculum which will better meet the needs of those businesses which already possess a basic understanding of e-commerce.

In the spring of 2004, the Nebraska Department of Economic Development offered e-commerce training to six businesses in Ogallala. The program can be offered upon request to communities which participated in the Business Retention and Expansion program.

Non-credit e-commerce courses are also offered by Southeast Community College, Mid-Plains Community College, and Creighton University. The Nebraska Business Development Center and technology training enterprises like Tech Ed Solutions and New Horizons also offer non-credit courses on Web development and e-commerce technologies.

Credit e-commerce courses are offered by many community colleges, colleges, and universities including Southeast Community College, Western Nebraska Community College, Northeast Community College, Central Community College, Mid-Plains Community College, Metropolitan Community College, Creighton University, UNO, UNL, and UNK.

In addition, a number of online courses are offered through Nebraska Training, Western Nebraska Community College in partnership with Ed2go.com, and Metropolitan

Community College's Workforce Development Institute in partnership with the JER Group.

Not surprisingly, the number of e-commerce training opportunities and the depth of the curriculum are greater in the more populated eastern section of the state.

Impact of E-Commerce Training

E-commerce training programs help businesses learn about e-commerce and how e-commerce practices can be incorporated into their businesses. Attending e-commerce training helps participants plan the development of new Web sites, make changes to existing Web sites, and increase effort in maintaining existing Web sites.

In the spring of 2004, the University of Nebraska Cooperative Extension offered four one-day e-tailing workshops. Over 100 participants attended the e-tailing workshops. Two-thirds of the participants did not have business Web sites. However, 45 percent of the e-tailing participants without Web sites reported planning to develop Web sites within the next six months. E-tailing participants reported planning to incorporate information learned in the workshop into their business practices:

- 61% intended to include e-mail communications as a marketing tool.
- 61% planned to change their marketing strategy to incorporate keywords.
- 44% planned to submit domain names to search engines.
- 40% determined what they needed to do, change or adapt to facilitate e-business into current operations.
- 25% identified gaps between current business practices and what they want to do online.
- 25% intended to contract with a Web designer/Web host to build a store.
- 20% intended to use a template such as Yahoo store to build a Web site.
- 20% intended to learn a Web design software program and build and maintain a store.

A six-month follow-up survey indicated that the course had an impact on the e-commerce practices of participants. Eighty-nine percent of the respondents reported that the e-tailing course helped them utilize e-commerce practices. Nearly one-third of the participants made changes to their Web strategies as a result of the workshop:

- 28% included e-mail as a marketing tool.
- 28% changed their marketing strategy.
- 24% submitted domain names to search engines.
- 22% contracted with a Web designer to build an online store.
- 16% expanded their Web site.
- 16% redesigned their Web site.
- 10% received additional training on e-commerce.

Twenty-eight percent of the businesses that currently have a Web site say that they've seen an increase in traffic to their site as a result of the workshop.

The University of Nebraska Cooperative Extension has also offered a six-week e-commerce training program. Over 600 business people have participated in the Nebraska Electronic Main Street program since 2001, making it the largest e-commerce training program in the state. Nearly half of the participants did not have a business Web site prior to taking the course. Over 90% of the participants with business Web sites reported that they intended to make changes to their Web sites and would increase the effort in maintaining their Web sites based on the information learned from the program.

Over 80% of the participants reported increased knowledge in many areas of e-commerce, including:

- Finding new information available on the Web
- Learning about the e-commerce industry
- Locating information on Web business
- Using the Web for business
- Developing a Web site
- Learning about competition via the Web
- Promoting a Web site
- Gauging the impact of a Web presence

Data is not available on the impact of program on actual business practices of participants.

Barriers to the Delivery of E-Commerce Training

On April 19, 2004 providers of e-commerce training programs in Nebraska identified several barriers and challenges to providing e-commerce training across the state. Some of the barriers identified include:

- Finding six or more people ready to take course at similar levels of readiness;
- Finding instructors with expertise in technology, business, and teaching especially west of Grand Island;
- Effectively marketing courses to businesses; and
- Finding facilities to provide hands-on training. (REAP and Nebraska Electronic Main Street offer hands-on training. One-day workshops usually do not.)

Gap Analysis

E-commerce training is available throughout the state, including non-credit classes and workshops; for credit classes offered through community colleges, colleges, and universities; and online classes. Currently, there are few options for advanced e-

commerce training in rural areas—especially in the western part of the state. However, the development of an advanced e-commerce training curriculum by the Nebraska Rural Initiative and Cooperative Extension within the next few months will address this need.

Although a majority of Nebraska businesses have expressed an interest in learning about e-commerce, that expressed demand is not being translated into a large number of class enrollments.

This could be due to a number of factors:

- **Marketing of Courses.** Most of the providers of e-commerce have small marketing budgets. Developing partnerships with local economic developers and chambers of commerce may assist in marketing efforts.
- **Preference for Personal Contact.** Almost 80% of Nebraska business owners reported the preference for personal contact with customers as a barrier to implementing e-commerce.
- **Time.** Small business owners often have little time to attend training and cited a lack of time to implement and maintain a Web site as one of the barriers to implementing e-commerce.
- **Cost.** Many of the e-commerce training programs are relatively inexpensive, costing less than \$50. However, the cost may still be a barrier to some businesses. It is more likely that the cost of implementing e-commerce is a greater barrier.

Recommendations

- Deliver and market the advanced e-commerce curriculum being developed by the University of Nebraska Rural Initiative and Cooperative Extension.
- Develop case studies to illustrate the costs, benefits, and ROI of e-commerce for small Nebraska businesses.
- Highlight effective Web design and e-commerce practices by Nebraska small businesses through an e-commerce/Web design award program.
- Examine the feasibility of a Bit Mobile (a mobile computer lab) to deliver training in Nebraska communities.

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Appendix A

Nebraska

E-Commerce Training Programs



**Compiled by
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the Nebraska Information Technology Commission**

Traditional Noncredit Courses

Provider	eBay	E-Commerce Basics	Advanced E-Commerce	E-Commerce Technologies	Location
University of Nebraska Extension		X	In development		On demand across the state
Center for Rural Affairs REAP	X	X			Various locations
Department of Economic Development E-commerce Training		X			Business Retention and Expansion Program participants
AIM Cyberseed Program		X			Fremont, Columbus, Norfolk
Nebraska Business Development Center				X	Omaha or in other locations upon request
Southeast Community College	X	X			Lincoln
Mid-Plains Community College	X				McCook, North Platte
Metropolitan Community College					Omaha
Creighton University Joe Ricketts E-Commerce Center			X		Omaha
Tech Ed Solutions				X	Lincoln
New Horizons				X	Lincoln, Omaha

Traditional Credit Courses

Provider	E-Commerce Marketing	E-Commerce Technologies	Graduate
Southeast Community College	X	X—Webmaster Certificate Program	
Western Nebraska Community college		X	
Northeast Community College	X	X	
Central Community College	X	X	
Mid-Plains Community College		X—Web design emphasis	
Metropolitan Community College	X	X—e-commerce degree	
Creighton University			X
UNO	X	X	
UNL	X	X	
UNK	X	X	
Peru State College		MIS only	
Wayne State College		MIS only	
Chadron State College		MIS only	

Online Courses

Nebraska Training **nebtrain.cccneb.edu/**

CIW e-Commerce Designer Part 1: Foundations
CIW e-Commerce Designer Part 2: Product Marketing
CIW e-Commerce Designer Part 3: Site Usability
CIW e-Commerce Designer Part 4: Site Implementation
CIW e-Commerce Designer Part 5: Transaction Management
CIW Perl Fundamentals Part 1: Basic Syntax
CIW Perl Fundamentals Part 3: Best Practices
E Commerce Implementations
E Commerce Security
Evaluating E Commerce Options
Introduction to E Commerce
e-Business Part 1: Facing the e-Business Challenge
e-Business Part 2: Building the Infrastructure
e-Business Part 3: Choosing Tools & Technology
e-Business Part 4: Securing Your Infrastructure
e-Business Part 5: Understanding the Applications
e-Business Part 6: Working with Employees
e-Business Part 7: Satisfying the Customer
e-Business Part 8: Supply Chain Management & e-Procurement

Western Nebraska Community College/Ed2go.com **www.ed2go.com**

Achieving Top Search Engine Positions
Learn to Buy and Sell on eBay.

Metropolitan Community College's Workforce Development Institute /JER Group **www.mccneb.edu/wdi**

Market Leadership in an E-Commerce Age
Proven Success in Building an E-business
eMarketing 1.1 (e-mail marketing)
Advanced E-Mail Marketing.

Courses and Workshops by Provider

Noncredit Providers

University of Nebraska Cooperative Extension

<http://connecting.unl.edu>

The Nebraska Electronic Main Street Program teaches business owners and managers how to use the World Wide Web for business expansion. The program teaches participants to:

- Take advantage of the multiple elements of electronic commerce. E-commerce is more than just the Internet. It includes electronic mail, private bulletin board systems, value-added networks, intranets and extranets. E-commerce takes advantage of every available means of communication technology including television, fax and telephone.
- Use the internet for business research to locate new markets and suppliers, look in on the competition and avoid being taken by online scams.
- Explore e-commerce web sites to study customer service techniques, and marketing and corporate/investor relations to determine if a web site is right for their business.
- Develop and manage a customer focused web site by selecting an internet host, registering an appropriate domain name and working with templates to create an online store.
- Develop a marketing program that will promote their web site effectively.
- Organize an Internet business strategy and incorporate it into their overall business plans.

Over 500 businesses have been reached by the Nebraska Electronic Main Street Program since 1999. Over 90% of the participants have ranked the class as very good to excellent and would recommend the course to others.

In 2004, four one-day e-tailing workshops were offered across the state. The workshop is being revised and will be offered in 10 communities in 2004-2005. Using the topics identified by Nebraska businesses, the Nebraska Rural Initiative and Cooperative Extension are also developing an advanced e-commerce curriculum.

Partners:

UNL Center for Applied Rural Innovation, NU Rural Initiative, GROW Nebraska, and REAP

REAP

www.cfra.org/reap

The REAP Women's Business Center is cooperating with Connecting Nebraska and the University of Nebraska Cooperative Extension Service to deliver e-commerce training across Nebraska. REAP offers courses when and where there is a need expressed by the community or REAP small business associations across Nebraska.

The four-part course is generally conducted in a local computer lab and usually runs from 6:30 to 9:30 PM. The course curriculum is designed to guide participants through an exploration of e-commerce issues that they might consider for their small business.

The focus of this exploratory e-commerce course is designed to help businesses formulate a plan to utilize the Internet as a positive tool for their business. In session one, participants learn how to critique electronic commerce Web sites. In session two, the course includes the decision factors on determining the need for a Web site and identifying options for Web site hosts. The course continues with a discussion on promotion of websites and concludes the last night with identification of components of a business plan for e-commerce. A few of our instructors have included some Web site design information. Of course, REAP tries to meet the needs of the group as much as possible.

Ten people have been trained as instructors of the course for REAP. Seven have actually taught the class so far.

Written evaluations back from the courses have indicated that much was learned and participants valued the training very positively. Over the past 2+ years of making this course available, REAP has sponsored 11 e-commerce courses with approximately 72 participants completing the course.

Department of Economic Development

<http://assist.neded.org/startup>

The Department of Economic Development will offer e-commerce training upon request in communities that have participated in the Business Expansion and Retention program. To date, e-commerce training has been provided in Ogallala to six businesses.

AIM Institute

www.cyberseed.org

With funding from the U.S. Department Commerce's National Telecommunications and Information Administration's Technology Opportunities Program, the AIM Institute is working with businesses in Columbus, Fremont, and Norfolk to use e-commerce. A board made up of representatives from the local business community also awards grants to participating businesses for Web development and upgrades.

Nebraska Business Development Center

<http://nbdc.unomaha.edu>

Nebraska Business Development Center offers a robust schedule of e-commerce training. The workshops may be taken as an Endorsement Program, Certificate Program or individually. An endorsement requires workshop attendance, assignments and testing, and is recorded on a UNO transcript as a non-credit program. A Certificate is the same program without testing and it is not recorded on a UNO transcript. All of the workshops are taught using hands-on exercises.

NBDC also assists individual clients in designing and building their business websites. After the Web site is live, the customer is coached on how to maintain the site or we maintain it for them.

NBDC offers several endorsement programs, ranging in length from 10 to 13 days:

- Web Publisher Endorsement
- Web Graphics Endorsement
- Web Developer Endorsement
- Enterprise Java Developer Endorsement

Selected Technology Training Providers

Tech Ed Solutions

www.techedsolutions.com

Tech Ed Solutions, Inc. provides training for every aspect of e-commerce. It is the only Adobe Certified training provider in Nebraska, which provides the support for front-end ecommerce development used by major companies like Cabela's. Tech Ed Solutions as provides training to all back-office support necessary to operate an e-commerce Web site, such a using Microsoft Visual Studio .NET and Web services to develop, test, deploy and maintain applications as business solutions.

New Horizons

www.newhorizons.com

New Horizons offers two five-day e-commerce training courses. One course is geared for managers and the other for IT professionals. Neither course was scheduled for Lincoln or Omaha at this time. Other technical courses are offered in applications which are used to implement and support e-commerce.

Community Colleges

Southeast Community College

www.southeast.edu

Southeast Community College offers two non-credit e-commerce classes. Learn to Use eBay meets twice for two hours. E-commerce: A New Approach to Business is offered occasionally and meets once a week for ten weeks for 3 hours.

Southeast Community College also offers a Webmaster Certificate Program which requires the completion of twelve courses.

Western Nebraska Community College

www.wncc.cc.ne.us

In partnership with Ed2Go (www.ed2go.com), Western Nebraska Community College offers a number of six-week online courses. Two courses cover e-commerce-related topics, Achieving Top Search Engine Positions and Learn to Buy and Sell on eBay.

Traditional, for-credit classes include HTML programming, JAVA scripting, and advanced Web programming.

Northeast Community College **www.northeastcollege.com**

Northeast Community College partners with other organizations to offer e-commerce sessions or workshops a couple of times a year, often as part of other conferences or events.

Contact: Joe Ferguson, Director of Business, Industry & Economic Development, (800) 348-9033 or (402) 844-7235.

Central Community College **<http://www.cccneb.edu/>**

Central Community College offers one-day workshops on information technology which include a session on e-commerce.

The Columbus Campus offers a for-credit e-commerce class as part of its business curriculum in the spring. The course is also available via satellite at the Hastings and Grand Island campuses. Plans include offering the course via the Web in the future.

Nebraska Training **<http://nebtrain.cccneb.edu/>**

Nebraska Training is a coalition of employers and community colleges located throughout the state of Nebraska. Over 1200 training topics in a variety of interactive multimedia courseware are available to develop workforce skills for the 21st century. Eleven Web-based courses provide training on e-commerce. The cost for each course is \$49 per person.

- CIW e-Commerce Designer Part 1: Foundations
- CIW e-Commerce Designer Part 2: Product Marketing
- CIW e-Commerce Designer Part 3: Site Usability
- CIW e-Commerce Designer Part 4: Site Implementation
- CIW e-Commerce Designer Part 5: Transaction Management
- CIW Perl Fundamentals Part 1: Basic Syntax
- CIW Perl Fundamentals Part 3: Best Practices
- E Commerce Implementations
- E Commerce Security
- Evaluating E Commerce Options
- Introduction to E Commerce

In addition, 8 Web-based courses provide training on e-business. The cost for each course is \$49 per person.

- e-Business Part 1: Facing the e-Business Challenge
- e-Business Part 2: Building the Infrastructure
- e-Business Part 3: Choosing Tools & Technology
- e-Business Part 4: Securing Your Infrastructure
- e-Business Part 5: Understanding the Applications
- e-Business Part 6: Working with Employees
- e-Business Part 7: Satisfying the Customer
- e-Business Part 8: Supply Chain Management & e-Procurement

Mid-Plains Community College

www.mpcca.cc.ne.us

Mid-Plains Community College offers classes on buying on eBay. Several years ago, Mid-Plains Community College offered e-commerce classes through a grant-funded program out of Texas. Mid-Plains would be interested in sponsoring e-commerce classes in the future.

Metropolitan Community College

www.mccneb.edu

Metropolitan Community College offers a non-credit course entitled Let's Play on E-Bay.

Metropolitan Community College's Workforce Development Institute (<http://www.mccneb.edu/wdi/>) offers a number of online courses as well as customized training. In partnership with JER Group, Inc., a nationally recognized online provider, Metropolitan Community College offers several online e-commerce courses, including Market Leadership in an E-Commerce Age, Proven Success in Building an E-business, eMarketing 1.1 (e-mail marketing), and Advanced E-Mail Marketing.

Selected Colleges and Universities

Creighton University Joe Ricketts E-Commerce

<http://cobweb.creighton.edu/12/index.htm>

The Joe Ricketts E-Commerce Center at Creighton University offers an MS in e-commerce; a 10-week, 30-hour non-credit executive certificate in e-commerce; and a JD/e-commerce dual degree program.

UNO

www.unomaha.edu

UNO offers an e-marketing course through its College of Business Administration. The College of Information Science and Technology offers a graduate class in e-commerce.

UNL

www.unl.edu

UNL offers a Marketing and Electronic Commerce course through its College of Business Administration. The J.D. Edwards Program integration of computer science and management education, along with leadership and communication skills.

UNK

www.unk.edu

UNK offers an e-marketing course through its College of Business Administration. UNK also offers BS in Business Administration with an emphasis on management information systems.

Peru State College

www.peru.edu

Peru State College offers a degree in business administration with an emphasis on management information systems. No e-commerce courses were listed in the catalog.

Wayne State College

www.wsc.edu

Wayne State College offers a degree in business administration with an emphasis on management information systems. No e-commerce courses were listed in the catalog.

Chadron State College

www.csc.edu

Chadron State College offers a degree in business administration with an MIS emphasis and a degree in information science technology. No courses specifically on e-commerce are offered.