



E-BUSINESS ACADEMY



Co-funded by the
Erasmus+ Programme
of the European Union



How can we help you become more digital?

With PEACOC Strategy Genie, you get a personalized strategy tailored specifically to your company's situation and needs. This e-business manager course will help you improve your business through some practical steps.

Join the PEACOC Academy to share your experience and learn from the experiences of others.

MODULE 1

Why e-business in the construction industry

How e-business can help you increase productivity in the construction industry and explains terms you should be familiar with when getting into e-business. Content: What is productivity and how to improve productivity in construction, digital transformation and its strategy roadmap, digital maturity, and e-business in construction.

MODULE 2

Administration (HRM)

Actions you should take to support the transition, especially in relation to suppliers, customers, and HRM. Content: Managing administrative processes in a digital business, how to get your customers on board, and human resource management for digital transformation.

MODULE 4

Collaboration platforms/CDE

The role and benefits of collaboration platforms for you depending on the different needs of end-users. Content: Identifying collaboration platforms and shared data environments, setting up platforms, and using a predefined CDE.

MODULE 6

E-commerce

A set of actions that can help you implement certain key e-commerce activities. Content: Planning for e-commerce, integration plan for e-invoicing, and conversion to digital payments.

MODULE 8

Supply chain management

You will learn about supply chain management. Doing this digitally can make your whole process much easier and more effective. Contents: Barcode inventory, streamlining your data exchange, choosing the right supply chain management software.

Project management

How project management can support you in the systematic and coherent implementation of new activities. Content: Needs and context analysis, project planning, day-to-day management, and review and reporting.

MODULE 3

Int./ext. communication: EXTRANET/INTRANET

You will become familiar with different communication types and systems related to e-business and e-commerce procedures. Content: Internal and external communication challenges, communication types and systems, development of solutions and output, and use cases.

MODULE 5

E-procurement

Actions you should take to support this transition in terms of suppliers, customers, and human resources management. Content: What is e-procurement and its benefits, e-procurement terms, and an overview of public e-procurement web platforms.

MODULE 7

Marketing

In this module, you will learn how to plan and choose your strategies and channels to promote your business on the internet. Content: the use of social networks, the importance of networking with LinkedIn, and the creation of multimedia content with CANVA.

MODULE 9



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