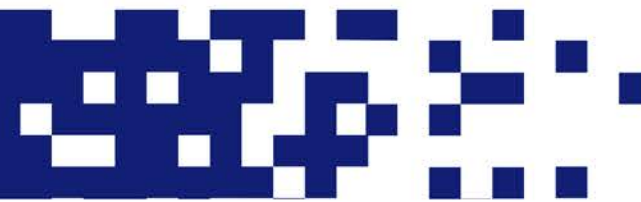


COB ACCREDITED LEARNING & DEVELOPMENT DEPT

THE CERTIFICATE IN ONLINE BUSINESS

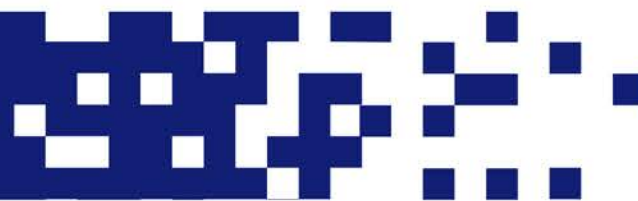


DIGITAL SKILLS
... AUTHORITY ...



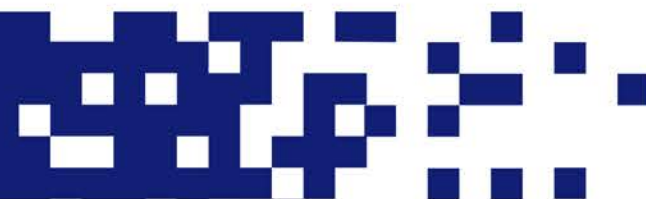
WHAT IS COB?

- The Certificate in Online Business
 - Suite of established global certifications from Digital Skills Authority
- A series of practical high-impacting industry-recognised courses.
 - digital business
 - e-commerce
 - digital marketing



PRACTICAL COURSES

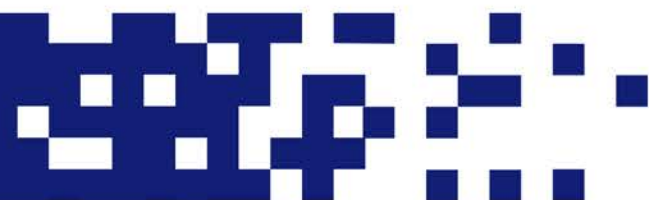
- Increase multi-channel sales using the Internet
- Increase efficiency, reduce costs and enhance reputationMaximise ROI (Return-on-Investment)
- Enable organisations of all sizes (including start-ups to plan carefully for online business)





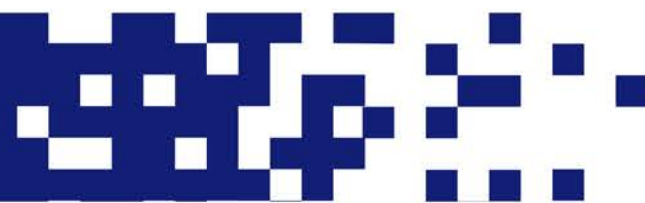
ENABLING EFFECTIVE TEAMS

- Installs collaborative working and greater communication among teams
- Encourages and enable teams by delivering a broader vision of their business, and other organisations
- Bridges the gap between IT and business
- Engages and maximise supplier relationships



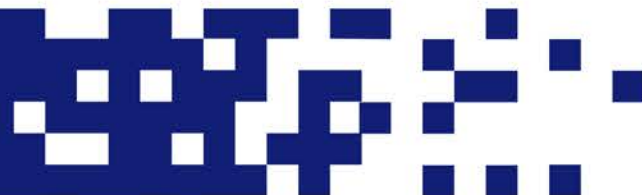
MODES OF LEARNING

- Classroom
 - Employees take full 5-days or
 - Employees take individual days
- E-Learning
- Blended
- Self-Study Box Sets
 - E-Learning + Printed Books



CLASSROOM CERTIFICATION COURSES

- Developed by leading experts and practitioners
- Multi-Lingual
- Delivered by 'Accredited COB Certified Trainers'
 - Your own accredited by us
 - Freelance
- Deliver consultative classroom courses
- Authorised Testing Centres
 - Universities, Institutes and government organisations such as British Institute
 - invigilate repeat (and post e-learning exams around the globe).
- Direct Digital Skills Authority - Live Online with Invigilator



WHAT DO WE OFFER YOU?

Are you a Large corporate or government organisations

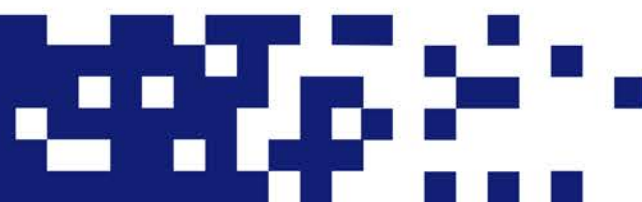
Become a COB Accredited Learning & Development Department

- License to deliver high-quality consultative classroom courses to own staff
- Can supplement training department offering with e-learning versions or box sets
- Accreditation
 - COB Exam Council – Sets, marks and issues exams
 - Exams taken at 'Authorised Testing Centres'
- Trainer Academy
 - Accredited COB Certified Trainer Program



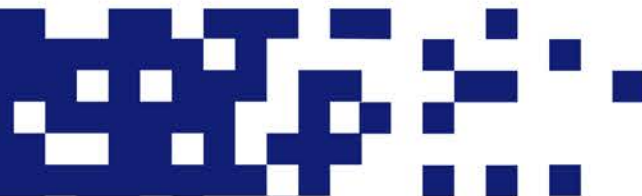
OUR CORE CERTIFICATIONS

- Industry developed
- Industry recognised
- Developed by experts



NEW LEADER CERTIFICATIONS

- The COB Certified Manager Certifications, are a pre-requisite to the Leader
- Certifications. The Manager Certifications have been accoladed
- by Leaders and teams from well-known organisations around the globe.



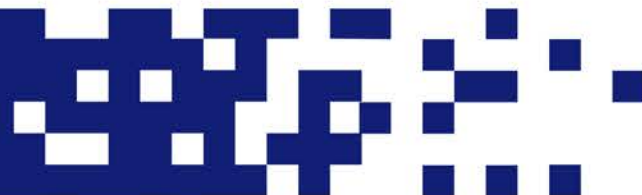
COB IS INDUSTRY RECOGNISED INTERNATIONALLY



COB IS INDUSTRY-RECOGNISED

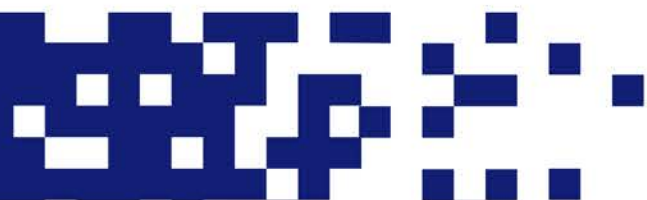
Some of the more well-known brands who take COB Certified training:-

- Procter & Gamble
- Three (Hutchison 3G UK)
- House of Fraser
- Croatia, Delta and other Airlines
- Banks
- Historic Scotland
- Schneider Electric
- South African Post Office
- Mars & Royal Canin
- Ministry of Education Oman
- L'Oréal
- Information Technology Authority - Government of Oman
- SABIC
- Huawei
- Loughborough University Staff
- Saudi Post
- Zain Telecom
- Chambers of Commerce and Stock Exchanges
- AXA Insurance
- Thales-Raytheon
- Ernst & Young



COB CERTIFIED HIGHLIGHTS

- Well-established and perfected since 2008
- First-class reputation – Excellent testimonials from blue-chip organisations, governments, and SMEs
- Global audience
- High-quality training materials and support
- Powerful actionable insights, enabling teams, high-quality
- Delivers value to employees and organisations
- Increase sales and efficiency
- Enhance reputation and branding
- Reduce waste and overall costs
- Partner testing centres include the British Council, universities and institutes globally



COB CERTIFIED E-BUSINESS MANAGER

- 5-day E-Business Management Course
- E-Learning or Self-Study Course Box Set
- Audience:
 - Business Owners
 - Portal/Intranet managers/Directors
 - Digital marketing managers/Directors
 - Web and e-commerce managers/Directors
 - Directors/ Heads of Online



SAMPLE CLASSROOM TESTIMONIAL

"The experience I had of the COB Certified E-Business Manager Program was remarkable, and very fulfilling. Being introduced to the world of E Business was worth the investment. The e-business strategy and planning elements were particularly interesting, as it required a shift in mind-set from the traditional strategy management planning. I recommend this course, as it not only taps into the commerce element, but also on how efficiency can be achieved through automation".

Portia Matsena, then Acting General Manager Commercial, South African Post Office



SAMPLE CLASSROOM TESTIMONIAL

"The trainer really brings 'talks that walk' with useful and actionable insights. Being an active listener the course was interactive and creative, which helps to participate and remember things. I encourage anyone, from beginners to experts, to attend COB courses. It refreshed my memory on risk management, legal aspects of ecommerce and also key site design and ergonomomy how to".

Christophe Ferrasse, then Global E- Business Leader, Royal Canin - A Mars Company



COURSE CONTENT

- E-Business Strategy, Planning & Management
- E-Commerce Planning
- Content Strategy & Customer Experience
- Online Marketing and Branding
- COB Certification – Review, Exercises and Exam

[Read full course information](#)



COB CERTIFIED E-COMMERCE MANAGER

- 5-day E-Commerce Classroom Program
- E-Learning or Self-Study Course Box Set
- Audience:
 - E-Commerce and Multi-Channel Store Owners and Managers
 - Heads of E-Commerce and Online
 - E-Commerce Teams
 - Web Merchandisers
 - Business Development Managers



SAMPLE CLASSROOM TESTIMONIAL

"I attended the COB Certified E- Commerce Manager course in April 2014, The week-long training was an enjoyable and very informative experience which I would highly recommend to anyone who works in the field of eCommerce".

Elisa Pogliano, E-Commerce Leader Procter & Gamble UK & Ireland (Now Director Omni-Channel at Mattel)



SAMPLE CLASSROOM TESTIMONIAL

Overall I found the COB Certified E- Commerce Manager Program to be very useful to me and the two other members of my team who attended with me..."

Jacqueline Harper – Director Online Three

"I would recommend the course for someone who is looking for a complete high-level view of E-Commerce, the course content is extensive within the 5 days so it will equip you well for the future, whether it be your own business or in your workplace..."

Chris Chapman – then Online Commercial Performance Manager, Hutchison 3G



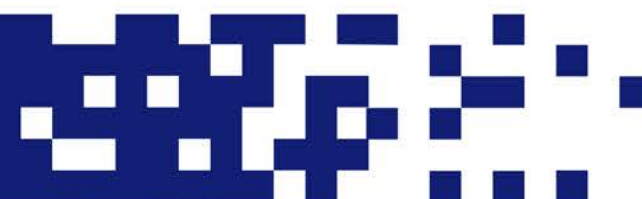
COURSE CONTENT

- E-Commerce Planning
- Web Content Strategy and Customer Experience
- Online Marketing for Retailers
- Web Merchandising for Optimum Sales COB Certification – Review, Exercises and Exam



COB CERTIFIED DIGITAL MARKETING MANAGER

- 5-Day Digital Marketing Manager Program
- Blended & E-Learning with Live Online Webinars
- Audience
 - Digital Marketing Managers and Directors
 - Marketing Department Directors and Teams
 - Heads of Online
 - Business Owners



SAMPLE CLASSROOM TESTIMONIAL

"I will strongly recommend anyone who would like to improve his/her skills in planning for digital marketing to attend the COB Certified Digital Marketing Manager course because they will get step by step learning of the process and strategies. It will definitely add new skills to them".

Naema Alibimani, Portal Marketing Team Oman Ministry of Education



COURSE CONTENT

- Digital Marketing & Advertising Strategy, Email Marketing, SEO and Emerging Technologies
- Web Content Strategy and Customer Experience
- Pay-Per-Click Advertising
- Social Media Marketing and Networking
- COB Certification – Review, Exercises and Exam

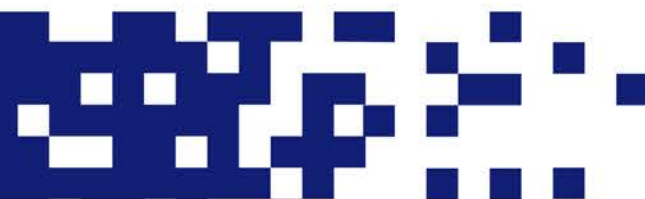
[Read full course information](#)



MORE PROGRAMS WITHIN MANAGER PROGRAMS OR EXTENDED



.. and more....



AUTHORISED TESTING CENTRES (ATP'S)

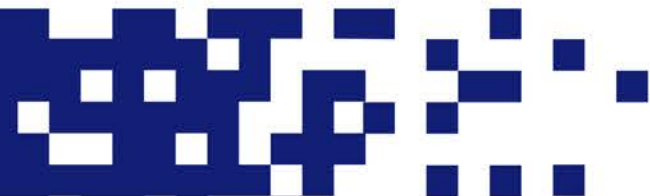
[View Full List of Authorised Testing Centres](#)

Or visit DigitalSkillsAuthority.org



BECOME AN INTERNAL TRAINING PROVIDER

- Do you have a large work force?
- Do you have ongoing annual digital and e-business training requirements?
- Enable Your L&D Dept to Train In-House



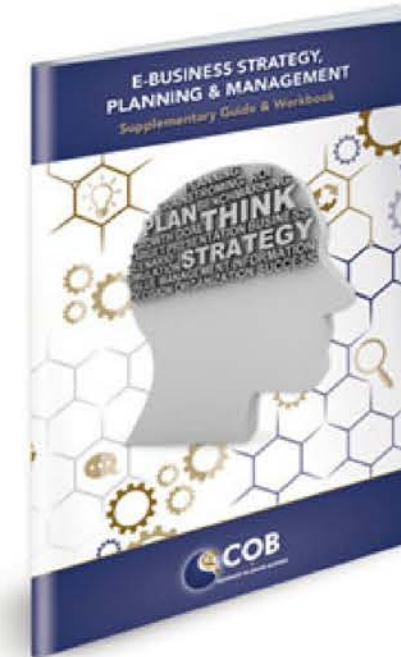
WHY BECOME A COB CERTIFIED ACCREDITED L&D DEPARTMENT?

- Get high-value consultative training
- Save on training costs
- Host multiple courses throughout the year
- Deliver consistent programs focused on your own organisation
- Have quality content and updates automatically provided
- Access the latest knowledge and experience
- Get highly experienced trainers
- Global industry-recognised certification
- Additional recruitment, employee development and retention benefit



HOW DO WE SUPPORT YOU?

- Training of your trainers
- Enhance training program for territory
- E.g. Relevant social media network training
- Ongoing support from our team
- Annual partner conferences
- Attend, learn, discuss, feedback, network



WHAT MARKETING DO WE DO?

- We list your organisation on our web site as having a 'COB Accredited Learning & Development'
- Additional Employee Attraction
- Raises Awareness of Availability to Employees



WHAT ARE THE COSTS?

- Official License to Deliver Courses to Employees
- Annual Agreement
- Pay-Per-Use
- Minimum Delegate Number Agreed
- Includes trainer support and listing
- Trainer accreditation fees
- Hire already accredited or train own experts
- One off fee per trainer
- Official Training Books / Exam Admin Pack
- Your Internal Training Centre Costs



ACCREDITED COB CERTIFIED TRAINERS

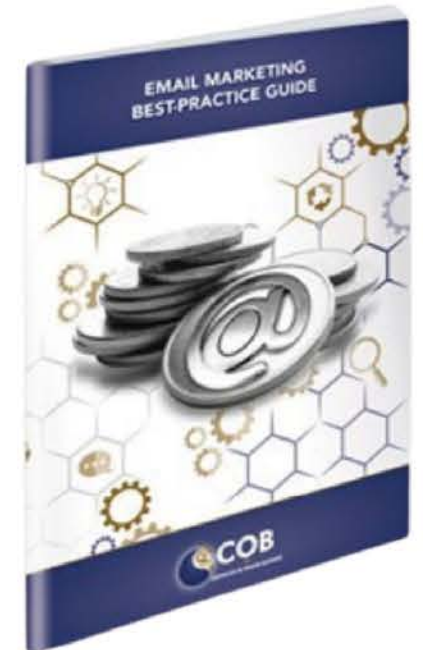
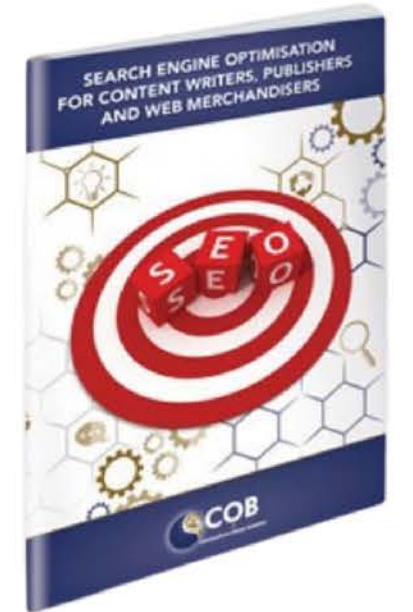
- Employ existing or freelance trainers
- Get your own trainers accredited* (Fee charged)
- Trainer training and certification - One-off fee
- COB Certified Accredited Trainer
- Training and Ongoing Support
- Trainers and provider/centre certified by Digital Skills Authority

- [Download Accredited COB Certified Trainer Guide](#)
([PDF 799KB](#))



OFFICIAL TRAINING MATERIALS & EXAM PACKS

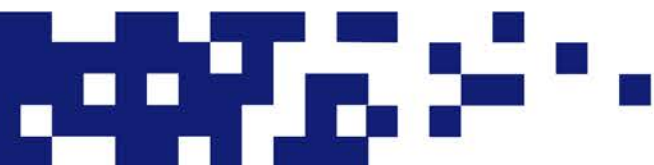
- Practical workbooks for live case studies
 - Relatable to your organisation
 - Time Saving Downloadable Templates
 - Actionable Insights
- Ongoing updates reviews
- Localisation and multi-lingual options available



E-LEARNING & BLENDED OPTIONS

Multi-user subscriptions
available.

Explore our
[Corporate E-Learning Guide](#)



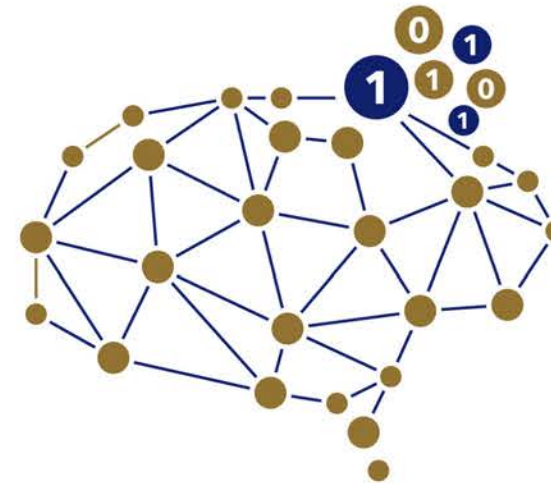
CONTACT US FOR FURTHER INFORMATION

Carole Winwood

cwinwood@digitalskillsauthority.org

Phone: +44 (0)1753 362 654

North America: +1 (302) 574-6698



DIGITAL SKILLS
... AUTHORITY ...