



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

E-Business as a Competitive Advantage

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 230076 · NQF Level 6 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to leverage e-business as a strategic competitive tool. Participants will understand how digital business models, technologies, and processes can drive organisational advantage in the South African and global market.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	230076
Accreditation	SAQA Accredited · NQF Level 6 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Demonstrate understanding of e-business concepts and their role as a competitive tool.
- Analyze the impact of e-business on organisational strategy and market positioning.
- Evaluate different e-business models and their suitability for various business contexts.
- Apply e-business technologies to improve operational efficiency and customer engagement.
- Assess the risks and benefits of e-business implementation in a competitive environment.
- Design a basic e-business strategy aligned with organisational goals.

WHO SHOULD ATTEND

- This course is ideal for managers, entrepreneurs, and business professionals seeking to integrate e-business strategies into their operations.
- It is also suitable for individuals aiming to enhance their understanding of digital commerce and competitive positioning.

COURSE OUTLINE

Day 1: Foundations of E-Business and Competitive Advantage

- Introduction to e-business: definitions and scope
- E-business vs. e-commerce: key differences
- Competitive advantage: Porter's Five Forces and generic strategies
- Value chain analysis for e-business
- Overview of digital business models (B2B, B2C, C2C, etc.)
- Case studies: successful e-business companies

Day 2: E-Business Strategy and Digital Transformation

- E-business strategy formulation and alignment
- Digital transformation frameworks
- Organizational change management for e-business
- Risk management: security, privacy, and legal issues
- Evaluating e-business readiness
- Case study: digital transformation in a South African company

Day 3: E-Business Technologies and Platforms

- Web and mobile technologies for e-business
- Cloud computing and SaaS models
- E-commerce platforms: Magento, Shopify, WooCommerce
- Payment gateways and security protocols
- Data analytics and business intelligence
- Social media and digital marketing integration

Day 4: Customer Experience and Relationship Management in E-Business

- Customer journey mapping in e-business
- CRM systems: selection and implementation
- Personalization and recommendation engines
- Omni-channel customer experience
- Social CRM and community management
- Metrics: NPS, CSAT, CLV

Day 5: E-Business Integration, Performance Measurement, and Future Trends

- Integrating e-business with ERP and supply chain
- Performance measurement: dashboards and analytics
- Emerging technologies: AI, IoT, blockchain
- Sustainability and e-business
- Future of e-business in South Africa
- Capstone: developing an e-business competitive advantage plan

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 25,300.00	R 25,300.00
1	In-House	R 32,900.00	R 32,900.00
1	On-Campus (Pretoria)	R 38,000.00	R 38,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 230076) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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