



emetris
consulting



ERASMUS+ PROGRAMM





Content Management Systems & e-entrepreneurship



Target group

This course is intended for students with a desire to increase their proficiency in using the most common features of the CMS, including authoring and/or editing content, inputting different content types, previewing, checking and changing content before publishing on the internet without having the knowledge of HTML.

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Objectives

The training course provides the basic elements of the XHTML and CSS languages, and it focuses on the use of a Content Management System (CMS) and e-entrepreneurship issues. A content management system is a software instrument installed on a web server, that facilitates the content management on websites. Moreover, the training course allows to acquire the competencies and useful instruments for photo editing, CMS publishing, basics on MYSQL database, and PHPMYADMIN. Finally, the training includes topics focused on e-entrepreneurship, such as e-marketing e-commerce, B2B e-marketplaces (e-catalogues, e-auctions, e-exchanges), Enterprise Resource Planning (ERP) - Electronic Data Interchange (EDI) - Customer Relationship Management (CRM)

Methodology

The training course is based on a blended learning model with class-based learning modules (frontal teaching with a teacher/tutor in a computer room), laboratory-based learning modules and study visits to enterprises. Each learner will receive a personal domain (third level) in order to publish and manage the web site and/or the blog created during the training course.

Services

Emetris provides vocational education and training for adults promoted by public national authorities, but also business training for companies and European training projects.

Experience

Emetris activates in the field of education since 2010 and specialized at making lifelong learning programs, the promotion of the employment and the development of entrepreneurship.

Network

Emetris has a strong educational business network within and outside the country with associate business partners, representatives and educational providers.



Modules

Day 1	Presentation of the introduction to the XHTML CSS and CMS. How to choose a
Day 2	Installation of the CMS on a server connected to a network on Windows operating system, Managing the CMS and Features
Day 3	Programming a CMS - Customizing the look of the CMS : Menus, Components,
Day 4	Programming a CMS - Customizing the look of the CMS : Templates, Plug-ins, Ex-
Day 5	MYSQL database & CMS Management : User Groups, Access Levels, multiple lan-
Day 6	Cultural activities (Visit to Knossos, the center of Minoan civilization and capital of
Day 7	Cultural activities (Visit to Archaeological Museum of Herakleion)*



Collaboration

We collaborate with 22 partners in the private sector that concerns specialized training centers (fully equipped with all modern technological and educational resources for the full implementation of education), trainers, hotels etc.

Adaptable

For every program we adapt to the needs of the concerned group, choosing partners, timetable, the composition of lessons and the trainers, aimed at acquiring or developing knowledge, skills and competences, which contribute to the formation of an integrated personality, vocational integration and development of the individual, social cohesion and social, economic and cultural development.



Modules

Day 8	Building a sample web site from scratch
Day 9	Study Visit to private enterprises (to be specified the names) with developed CMSs
Day 10	Introduction to topics e-entrepreneurship e-marketing e-commerce, B2B e-marketplaces : e-catalogues, e-auctions, e-exchanges
Day 11	Enterprise Resource Planning (ERP) - Electronic Data Interchange (EDI) - Customer Relationship Management (CRM) - Building a simple e-shop
Day 12	Final test -- Evaluation (Questionnaires) - Europass Certifications Study Visit to private enterprises (to be specified the names) with a developed e-shop
Day 13	Cultural activities (Visit to Aquarium)*
Day 14	Cultural activities (Visit to Traditional Cretan Village)*

Course Dates (optional)

* Please note, that cultural activities are not included in the price of the program

