

E-COMMERCE SPECIALIST TWEETALIG



ALGEMENE INFORMATIE

Sector	Handel, commercie en ondernemen
Niveau	4
Leerweg	bol
Dag/avond	Dagopleiding
Duur	3 jaar
Crebo	25876

REGIO

's-Hertogenbosch

E-COMMERCE SPECIALIST TWEETALIG

WAT GA JE LEREN?

Vaardigheden & vakken

You will learn everything about international e-commerce, customer journeys and project management! During this bilingual e-commerce specialist course you get started with analysing and researching data, how you can maintain a website or webshop and marketing. Topics as intercultural competences, international business orientation and your own personal development are also a part of this programme. All of the business related topics during this course are offered in English.

Just like in high school, you take courses. General subjects such as Dutch, mathematics, and citizenship are always part of the curriculum. You also have more specific courses related to the e-commerce specialist tweetalig programme.

Each course has 'Keuzedelen'. You can choose which 'keuzedelen' you want to take. Do you prefer to broaden your knowledge? Or do you prefer to specialise in a profession? This way, you distinguish yourself in the field or you can easily progress to your further education.

WAT GA JE DOEN?

Meer over deze opleiding

The course e-commerce specialist bilingual contains three phases:

1. *Foundation phase*

During this phase you will learn more about topics as: internal analysis of an organisation, external analysis of the organisations environment and the customer journey

2. *Advanced phase*

After an internship of ten weeks, you will learn everything about e-marketing, e-data and e-commerce. The exams of the general subjects will also take place during this phase

3. *Graduation phase*

After the exam preparation you will start your final internship of 30 weeks. During this internship the business exams will take place

Besides lessons and projects, we encourage various international excursions and business trips. Such as an internship abroad and obtaining additional certificates as Cambridge (English), Goethe (German) and EBBD (internationally acknowledged Certificate of Excellence in European Business Behaviour and Democracy).

OP SCHOOL

Je leert in, met en van de praktijk

Sitting in a classroom listening all day? Definitely not!

During this course you spend a lot of time at Koning Willem I College working on projects with fellow students. This way you practice creating and analysing online content, mapping the customer journey, and monitoring online channels. You will also follow guest lectures and visit companies. In all projects we aim to involve international companies and the latest trends and developments.

STAGE

Echt aan de slag!

The 30 weeks internship element of the course provides the opportunity to become a trainee of an actual company, often

with the possibility to be hands-on with the daily tasks, demonstrating and developing skills whilst achieving real-life work experience for the resume! During the internship you will do your final business exams. We encourage and support an internship abroad.

Only companies listed on www.stagemarkt.nl are approved for our internships. In order to achieve the EBBD, an internship abroad is required.

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METEEN AAN HET WERK?

Kansen genoeg!

After graduating from this international course e-commerce specialist bilingual you are ready to enter the work field. As a qualified e-commerce specialist, you will most likely be working for a small or medium sized enterprise, in jobs that are closely related to e-commerce. More of an enterprising person? This programme also equips you to start your own business.

As an e-commerce specialist you will be solving problems related to e-commerce, sales and marketing topics that organisations are facing today. You conduct research, analyse data and create marketing improvement proposals. During your workday you are also responsible for marketing- and communication activities, such as creating online content and motoring online channels.

VERDER LEREN?

Stroom door naar een vervolgopleiding

With your business diploma, you can opt for a bachelor's degree (hbo) programme. Don't feel like studying for another 4 years? You can also progress to an associate degree (a two-year programme at bachelor's level).

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TOELATINGSEISEN

Vooropleiding & voorwaarden

To start this programme, you need:

- a pre-vocational secondary education (vmbo) diploma (kaderberoepsgerichte, gemengde of theoretische leerweg)
- *or* a level 2 vocational education (mbo) diploma
- *or* a level 3 vocational education (mbo) diploma
- *or* at least a progress statement from havo (senior general secondary education) year 3 to havo year 4 or from vwo (pre-university education) year 3 to vwo year 4

Extra activity

An English test is mandatory to determine your level in English before starting this course.

KOSTEN

Lesgeld & schoolkosten

Verplichte kosten

Ministerie (lesgeld)	€ 1419,-
First year	€ 150,-
Second year*	€ 350,-
Third year	€ 0,-

*Including costs for Cambridge Assessment English

Lesgeld (jaarlijks) is verplicht wanneer je op 1 augustus van het nieuwe schooljaar 18 jaar of ouder bent. Vermelde kosten zijn voor schooljaar 2024-2025.

Vrijwillige kosten

Excursion (in first, second or third year) ± € 450,-

BIJZONDERHEDEN

Wat je nog moet weten

At graduation you will receive more than your business diploma. You will receive a Cambridge certificate for English B2 level.

You can become a Junior European Parliament Ambassador. Koning Willem I College is a European Ambassador School.