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Technology Training Course Descriptions

“Basic and Advanced Digital Marketing Strategies”

This 2-part Digital Marketing course is designed to provide small business owners with a broad overview of a variety of options when marketing their business online. The course will review basic marketing strategy and define the differences between offline and online (internet) marketing. The materials will cover popular internet marketing tools, such as e-newsletters, social media, and search engine optimization (SEO), as well as identify potential costs to help find a solution that works for the individual small business. Once completed, the small business owners will have a good road map to begin marketing their business online.

“Basic and Advanced Social Media Strategies”

This 2-part Social Media course will discuss the importance of social networking as an integrated marketing tool for your business. Are you curious about all the buzz surrounding social media but not sure where to start, and not sure if it's worth the time and effort? Find out how to market your business using social networking tools, such as Facebook, Twitter, Yelp, Pinterest and LinkedIn. Learn how to establish a true dialogue with your customer base. This course will help you decide the best social networking tools to use in a business context, and how to leverage existing social networks to market your business.

“Developing and Refining Your Web Presence”

This 2-part Website Development course lays the foundation for the successful integration of a website into business operations and introduces the best practices of web presence. The building blocks you will receive will help you further understand and integrate these emerging technologies. Web development can range from a simple single page website to a series of pages with the services and products



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you provide. Learn to take the appropriate leap to the web for your business.

“Managing the Financial Health of Your Business”

A Financial Management course that will provide an overview of small business financial management steps and offer options for computer software programs and internet tools that make financial management more accurate and create easy options for quality reports and statements. Financial management is the process of managing financial resources, including bookkeeping and financial reporting, budgeting, collecting accounts receivable, risk management, and insurance for a business. The financial management system for a small business includes both how the business is financed, as well as how the money in the business is managed. The course includes a financial management overview, quality bookkeeping, using reports and spreadsheets, analyzing financial statements, financing options, basic bookkeeping steps, profit and loss overview and margin analysis, cash flow projections overview, software options for business bookkeeping, online options, and using software and the internet.

“Managing Your Customers Online”

A Customer Relationship Management course that covers the benefits of using customer relationship management (CRM) tools to advance the operations of a small business. This course will cover: how businesses use CRM tools to increase revenue, to lower operating costs, and to attract and retain customers; how CRM can be used to support marketing, sales, product development, and customer service efforts; how CRM is used to organize, automate, and synchronize business processes across multiple departments and teams; and how to select and implement an appropriate CRM solution, including a survey of popular CRM products and services.



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“Managing Your Inventory Online”

This Purchasing and Inventory Management course explores the new applications and technologies available to small business for implementing supply chain management practices which drive down costs and improve customer service. Today's software-as-a-service (SAAS) and cloud computing phenomenon have made big company enterprise resource planning (ERP) functionality available to smaller companies. In addition to purchasing and inventory management, this course will also explore software to automate other supply chain processes, including warehouse management systems (WMS), point-of-sale (POS) systems, and retail management systems (RMS).

“Mastering Virtual Partnerships”

Collaboration Management is the 21st Century's next level push – forcing today's businesses to transform their company model by seeking creative and innovative methods for working and competing in a borderless, wireless, global economy. This course will inform the small business owner on how collaborative management and technology applications can help their business effectively connect with customers to deliver better products and services, obtain contracts with corporations and government agencies, provide streamlined services using fewer resources, and increase profits while improving efficiency.

The course examines several common tools that facilitate online communication and collaboration, including email, chat, online documents, file sharing, and conferencing. It explores the underlying technology that allows communication over the internet from a computer to those of other employees, partners, and customers. This information will give the small business owner the background and terminology needed to make informed decisions when working with online service providers. It's not rocket science – it is computer science, and any small business owner can understand and make use of this information.



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“Securing Government and Corporate Contracts”

An E-procurement course that offers participants a working knowledge of how e-procurement works, how it is set up, and how to take advantage of it. Specific topics include contracting with local, state and the federal government, collaborating with other businesses in order to secure Small Business Administration contracts, how to navigate the RFI/RFP/RFQ process, and understanding e-sourcing, e-tendering, e-reverse auctioning, e-MRO (maintenance, repair, and overhaul), e-informing, and e-market sites. The course also provides step-by-step interactive exercises demonstrating examples of e-procurement software, who to get it from, and how to incorporate it into a small business model for increased efficiency and profits.

“Selling Your Products Online”

This 2-part E-commerce based course is designed to provide small business owners with the foundation for conducting sales transactions on the internet. The course will define common e-commerce terms, such as shopping cart and payment gateways. The importance of creating an online store, the options, and the role of the internet in the online store will be discussed. The course will identify the importance of inventory and distribution options as they apply to online sales. Online store options will be explored and estimated start-up costs. Upon completion of this course, the small business owners will have an understanding and resources on how to develop their own online store.