**BULLETIN 2003 - 17** 

Subject: New Apprenticeable U.S. Department of Labor **Distribution**: **Employment and Training** Occupation E-Commerce Administration A-541 Headquarters Specialist Office of Apprenticeship A-544 All Field Tech Training, Employer and Labor A-547 SD+RD+SAC+; Lab.Com Code: 200 Services (OTELS) Washington, D.C. 20210 Symbols: DSNIP/FDK Action: Immediate

<u>PURPOSE:</u> To transmit to the Office of Apprenticeship Training, Employer and Labor Services (OATELS), Bureau of Apprenticeship and Training (BAT) Staff the recognition of a new apprenticeable occupation:

E-Commerce Specialist O\*NET/SOC Code: 15-1099.99 RAIS Code: 1054 Training Term: 4000

Type of Training: Competency - based

Date: May 28, 2003

**BACKGROUND:** The Computing Technology Industry Association (CompTIA) initiated the apprenticeability request for this occupation. The OATELS Administrator approved the E-Commerce Specialist as a new apprenticeable occupation on May 28, 2003.

A suggested work process schedule and related instruction outline is attached for your information.

The E-Commerce Specialist occupation will be added to the list of occupations recognized as apprenticeable by OATELS when the list is reissued.

**ACTION:** OATELS staff should familiarize themselves with this new occupation.

If you have any additional questions please contact at 202-693-3813.

Attachment

### WORK PROCESSES E-Commerce Specialist

O\*Net Code: 15-1099.99 RAIS Code: 1054

**DESCRIPTION:** Responsible for standards, technologies and practices for both business-to-business and business-to-commerce models. Understands and facilitates complex relationships among marketing, promotion, customer service, user interaction, purchasing methods and secure transactions. Oversees site performance testing and evaluation. Works in an unsupervised environment within policies and procedures. Typically reports to senior management.

### **ECS-1 Year One Breakdown**

- 1. Develop and apply e-Commerce marketing goals.
- 2. Develop, test, troubleshoot and manage e-Commerce web site.
- 3. Formulate an electronic service action plan.
- 4. Define the organization's role in e-Commerce.

#### **TOTAL HOURS = 2000 hours**

Assists with standards, technologies and practices for both business-to-business and business-to-consumer e-commerce models. Has a basic understanding of relationships among marketing, promotion, customer service, user interaction, purchasing methods, and secure transactions by using payment gateways, inventory control, shipping and order information. Performs site performance testing and evaluation. Works primarily in teams with higher-level specialists.

#### Skills

Ability to sell ones ideas	Online check processing
Applying customer relationship management methods to	Proficient with one or more office productivity
e-service methods	packages
Business acumen	Referral program usage
Configuration and use of payment gateways	Relies on instructions to perform job functions
Creating property and product definitions	Search engine replacement service usage
Familiarity with a variety of office machines	Self-motivated
Listening	Significant level of computer expertise required
Works well on a team	Viewing transaction log files

### Knowledge

1-2 years experience in the field or a related area preferred	Understands customer relationship management (CRM)				
Knowledge of Electronic Data Intercharge (EDI)	Understands data and systems security issues				
Knowledge of one or more script development tools	Understands data modeling tools and techniques				
Knowledge of one or more web software application development tools	Understands impetus for web commerce				
Knowledge of various e-Commerce solutions	Understands Internet architecture model				
Knows Internet access options and costs	Understands Internet, Intranet and Web concepts				
May require a Bachelor's Degree	Understands legal issues around e-Commerce				
May require a technical certification	Understands MMC and IIS configurations				
Understands all standard concepts, practices and procedures in the field	Understands network security issues and solutions				
Understands browsers	Understands payment gateways				
Understands components of a web storefront Understands server concepts					
Understands computer systems basics, hardware and	Understands SSL and SET				
software					
Understands transaction security issues	Understands various client-server configurations				
Understands VeriSign type account concepts					

#### **ECS-2 Year Two Breakdown**

- 1. Generate certificate requests to certificate authority.
- 2. Identify components of e-Commerce security.
- 3. Install and customize e-Commerce product catalogs.
- 4. Generate processing reports.

#### **TOTAL HOURS = 2000 hours**

Focuses on standards, technologies and practices for both business-to-business and business-to-consumer ecommerce models. Understands relationships among marketing, promotion, customer service, user interaction, purchasing methods, and secure transactions by using payment gateways, inventory control, shipping and order information. Manages site performance testing and evaluation and recommends solutions. Works on assignments in a largely unsupervised environment. Follows policies and procedures. Typically reports to a manager.

### **Skills**

Ability to sell ones ideas	Online check processing
Applying customer relationship management methods to e-	Proficient with one or more office productivity packages
service methods	
Business acumen	Referral program usage
Configuration and use of payment gateways	Relies on instructions to perform job functions
Creating property and product definitions	Search engine replacement service usage
Familiarity with a variety of office machines	Self-motivated
Listening	Significant level of computer expertise required
Works well on a team	Viewing transaction log files
Installing and configuring web site application development	Installing e-Commerce servers
software	

### **Knowledge**

Understands customer relationship management (CRM)				
Understands data and systems security issues				
Understands data modeling tools and techniques				
Understands impetus for web commerce				
Understands Internet architecture model				
Understands Internet, Intranet and Web concepts				
Understands legal issues around e-Commerce				
Understands MMC and IIS configurations				
Understands network security issues and solutions				
Understands payment gateways				
Understands server concepts				
Understands SSL and SET				
Understands various client-server configurations				

### **ECS-3 Year Three Breakdown**

- 1. Create virtual directories and servers.
- 2. Customize navigation images.
- 3. Install and manage a payment flow system.
- 4. Install and verify payment gateway for transaction processing.

#### **TOTAL HOURS = 2000 hours**

Responsible for standards, technologies and practices for both business-to-business and business-to-consumer e-commerce models. Understands and facilitates complex relationships among marketing, promotion, customer service, user interaction, purchasing methods, and secure transactions. Oversees site performance testing and evaluation. Works in an unsupervised environment within policies and procedures. Typically reports to senior management.

#### **Skills**

Ability to sell ones ideas	Online check processing
Applying customer relationship management methods to e-	Proficient with one or more office productivity packages
service methods	
Business acumen	Referral program usage
Configuration and use of payment gateways	Relies on instructions to perform job functions
Creating property and product definitions	Search engine replacement service usage
Familiarity with a variety of office machines	Self-motivated
Listening	Significant level of computer expertise required
Works well on a team	Viewing transaction log files
Installing and configuring web site application development	Installing e-Commerce servers
software	

### **Knowledge**

4+ years experience in the field or a related area preferred	Understands customer relationship management (CRM)		
Knowledge of Electronic Data Intercharge (EDI)	Understands data and systems security issues		
Knowledge of one or more script development tools	Understands data modeling tools and techniques		
Knowledge of one or more web software application	Understands impetus for web commerce		
development tools	·		
Knowledge of various e-Commerce solutions	Understands Internet architecture model		
Knows Internet access options and costs	Understands Internet, Intranet and Web concepts		
Requires a Bachelor's Degree or Higher	Understands legal issues around e-Commerce		
May require a technical certification	Understands MMC and IIS configurations		
Understands all standard concepts, practices and procedures	Understands network security issues and solutions		
in the field	•		
Understands browsers	Understands payment gateways		
Understands components of a web storefront	Understands server concepts		
Understands computer systems basics, hardware and	Understands SSL and SET		
software			
Understands transaction security issues	Understands various client-server configurations		
Understands VeriSign type account concepts	Understands business to business (B-B)		
Understands business to consumer (B-C)	Understands certificate authority process		

TOTAL HOURS 6000

## RELATED INSTRUCTION SCHEDULE YEAR ONE

DOMAIN 1.0: Fundamentals			%	Planned Classroom Hrs
WWW & HTTP     HTML & XML     URL (Uniform	<ul><li>Portals</li><li>SET (Secure Electronic</li></ul>	• CGI (Common Gateway Interface) • Fat/Thin clients		
Resource Locator)  Internet, Intranet, Extranet  ISP (Internet Service Provider)  ASP (Application Service Provider)  Information Service Providers  Client/server computing How a browser	Transactions)  EFT (Electronic Funds Transfer)  EBT (Electronic Benefits Transfer)  EDI (Electronic Data Interchange)  VPN (Virtual Private Network)  Networking / Bandwidth  Middleware	<ul> <li>Protocol</li> <li>Communication standards and protocols</li> <li>SSL (Secure Socket Layer)</li> <li>Firewall</li> <li>Directory services (middleware that locates full network addresses)</li> <li>Data warehousing/</li> </ul>		10 hours
works 2 Recognize and explain the ast business models and the		Datamining models being applied today an	d cor	ntrast them t
<ul> <li>e-Business definitions</li> <li>General business definitions (for example: business process modeling, re-engineering)</li> <li>e-Commerce</li> <li>Business-to-business models</li> <li>Business-to-consumer models</li> <li>Business-to-employee models</li> </ul>	<ul> <li>Business to government</li> <li>Consumer-to-business</li> <li>Consumer-to-consumer</li> <li>e-Business history</li> <li>Obsolete business models</li> <li>EDI (Electronic Data Interchange)</li> <li>Storefront (bricks &amp; mortars) vs. e-Business</li> </ul>	<ul> <li>New and changing customer expectations</li> <li>Customer relationship management re - engineering</li> <li>Supply chain reengineering</li> <li>Advertising</li> <li>e-Business and the Internet</li> <li>Meta-aggregator (aggregator)</li> </ul>		50 hours
aders.		es and processes demonstrate	ed by	e-Busines
<ul> <li>Collaborative initiatives</li> </ul>	Consumerism	<ul> <li>Industry leaders/Case studies</li> </ul>		10 hours

## RELATED INSTRUCTION SCHEDULE YEAR ONE (Continued)

DOMAIN 2.0: Strategy and Plan			%	Planned Classroom Hrs
2.1 Recognize the important initiatives.	strategic planning factors t	to be considered when laund	hing	e-Business
<ul> <li>Business strategies, objectives and requirements</li> <li>SWOT analysis (strengths, weaknesses, opportunities, threats of doing or not doing e-Business)</li> <li>Defining strategic partners, both internal and external (for example: business/project sponsors, vendors, development partners, etc.)</li> </ul>	<ul> <li>Cost-Benefit of engaging in e-Business</li> <li>Sizing of the effort</li> <li>Outsourcing</li> <li>Build or buy</li> <li>Pricing strategy/flexible pricing</li> <li>Knowledge management (business intelligence about customers, suppliers, competitors and components)</li> <li>Project team composition (E-team)</li> </ul>	<ul> <li>e-Business revenue models (for example: e-Commerce site, subscription service, advertising revenue, etc.)</li> <li>ROI (Return on Investment)</li> <li>Infrastructure management</li> <li>Communicating the strategy</li> <li>Planning for maintenance (maintenance in a 24x7 environment)</li> <li>Life -cycle analysis and product release</li> </ul>		40 hours
2.2 Recognize key factors relate Business initiative.			o lau	nching an e-
<ul> <li>Media used</li> <li>Branding</li> <li>How do you differentiate and position yourself from competitors</li> <li>Understanding marketing segments: Generation "X" - different demographics; gender; seniors; boomers; children; adolescents</li> </ul>	<ul> <li>Understanding consumers, including: suppliers, vendors, customers, employees, buyers, etc.</li> <li>1 to 1 Marketing (a market of one)</li> <li>Push/Pull capabilities</li> <li>Customer centric</li> </ul>	<ul> <li>Profiling customers</li> <li>Delivery/Presentation/ Communication style</li> <li>Define product to be marketed</li> <li>Internet Marketing Tools/Catalogue</li> </ul>		34 hours

TOTAL HOURS: 144 hours

## RELATED INSTRUCTION SCHEDULE YEAR TWO

DOMAIN 2.0: Strategy and Plan	ning		%	Planned Classroom Hrs
2.2 Recognize key factors relatives.  • E-mail etiquette • Geographic/Localization considerations (local customs/criteria, etc.)  2.3 Recognize key factors relatives.	Demographics     Public relations; impact/risks of site failure  ating to legal and regulat	<ul> <li>24x7 access/delivery</li> <li>Adaptive content</li> </ul> ory considerations when pla		nching an e-
<ul> <li>Knowledge ownership/ Intellectual property rights</li> </ul>	Privacy	<ul> <li>Jurisdiction</li> </ul>		6 hours
DOMAIN 3.0: Initiatives and Imp	lementation Consideration	าร		<u> </u>
3.1 Recognize and understand initiative.	the basic principles and pro	ocesses involved with implemen	nting a	ın e-business
<ul> <li>Needs analysis of business drivers (customer needs, supplier needs, market drivers, etc.)</li> <li>Business/Project sponsor/owner</li> <li>Project structure</li> <li>Project team cross functional membership</li> <li>E-business implementation team resource requirements</li> <li>Communication management</li> <li>Privacy and security concepts, technologies and issues</li> <li>Creating customer intimacy</li> </ul>	<ul> <li>Understanding customer's expectations (for example: expectations are: unexpected unspoken, expected unspoken, expected spoken and unexpected spoken, fast &amp; reliable service, etc.)</li> <li>Disintermediating customer service resources (streamline and integrate customer service operations/ resources)</li> <li>Building blocks/technology components/ business process components</li> </ul>	<ul> <li>RAD (Rapid Application Development) methodology</li> <li>Phased implementation (scheduled releases, updates, interim builds)</li> <li>Rollout methods (pros/cons)</li> <li>Business Process Reengineering (straight through transactions from suppliers to customerszero latency)</li> <li>Modularity/Scalability</li> <li>Creating communities of value</li> <li>Reducing transaction costs and time</li> </ul>		40 hours

## RELATED INSTRUCTION SCHEDULE YEAR TWO (Continued)

## RELATED INSTRUCTION SCHEDULE YEAR TWO (Continued)

DOMAIN 3.0 continued			%	Planned Classroom Hrs
Developing/     implementing backup systems (across platforms, redundancy, mirrored, etc.)	Re-engineering/integration of legacy systems     Business Process Re-engineering (straight through transactions from suppliers to customerszero latency)	Optimizing supply chain processes physical flow, material conversion, fulfillment, capacity, transportation, etc     Logistics automation applications development/ implementation	nted	84 hours
3.3 Demonstrate an awarenes business processes that may		port considerations needed to ss implementation.	sus	tain the key
<ul> <li>Change management</li> <li>Business process modeling</li> <li>Streamlining processes (connectivity of front office to back office)</li> </ul>	<ul> <li>Shipping and return policies</li> <li>Financials</li> <li>Manufacturing/ distribution</li> </ul>	<ul> <li>Purchasing/ Procurement</li> <li>Operations</li> <li>Capacity planning (load estimations)</li> </ul>		8 hours

TOTAL HOURS: 144 hours

# RELATED INSTRUCTION SCHEDULE YEAR THREE

DOMAIN 3.0 continued			%	Planned
				Classroom
				Hrs
		port considerations needed to	sus	tain the key
business processes that may	be affected by an e-Busine	ss implementation.		
<ul> <li>Integration of processes/systems - alignment</li> <li>Web design and maintenance</li> </ul>	<ul><li>Content     Management</li><li>Web Hosting</li></ul>	Testing (interim builds)		8 hours
3.4 Recognize and understar paradigm.	3.4 Recognize and understand fundamental aspects of supply chain management in the e-Business paradigm.			
<ul> <li>Logistics</li> <li>Supply and demand</li> <li>Modeling the supply chain</li> <li>Elimination of inventory</li> </ul>	<ul> <li>Supply Chain         Velocity:</li> <li>Process         improvement -         straight through,         zero latency</li> </ul>	<ul> <li>Procurement/ purchasing</li> <li>Customer service</li> <li>Process alignment, integration and synchronization</li> </ul>		10 hours

## RELATED INSTRUCTION SCHEDULE YEAR THREE (Continued)

3.5 Recognize and understand the value of client/user interface designs and its affect on business relationships.				
<ul> <li>Perception of added value to user</li> <li>Preparing readiness and acceptance</li> <li>Personalization</li> <li>Performance</li> </ul>	<ul> <li>Visual appeal</li> <li>Navigation -         finding what is         needed</li> <li>Graphic design         importance</li> </ul>	<ul> <li>Design standards</li> <li>Usability         considerations /testing</li> <li>Internationalization</li> <li>Ease of use         (shopping experience         -for example: one-         click purchasing; site         use, etc.)</li> </ul>	14 hours	
		performance monitoring issues i	n e-Business.	
<ul> <li>Transaction analysis         (business transactions and technology/technical counterpart)</li> <li>Monitoring, Measurement and evaluation</li> </ul>	<ul> <li>Unlimited/ unpredictable audience</li> <li>Bandwidth analysis</li> </ul>	<ul> <li>Quality of service management</li> <li>Monitoring customer demographics, preferences, etc</li> </ul>	6 hours	
DOMAIN 4.0: Infrastructure  4.1 Recognize and understand	fundamental network appli	ication technology concepts and t	% Planned Classroom Hrs	
Business implementations.	Turidamoritar from one appr	ioution toomiology concepte una t		
<ul> <li>Common gateway interface (CGI)</li> <li>Integration of information systems (data warehouse, knowledge management system, etc.)</li> <li>Distributed information systems</li> <li>Application life cycle (less stability)</li> </ul>	<ul> <li>Newer Technologies (risk is higher)</li> <li>Protocols</li> <li>Web servers</li> <li>ISP (hosting)</li> <li>ASP (hosting) (application service provider)</li> <li>Application Structure</li> </ul>	<ul> <li>Fat Client / Thin Client</li> <li>Middleware</li> <li>Interoperability</li> <li>Integration Issues re: applications, legacy systems, web servers/apps, etc.</li> <li>Communications technologies/applications (telecom technology and connectivity)</li> </ul>	42 hours	

## RELATED INSTRUCTION SCHEDULE YEAR THREE (Continued)

4.2 Recognize and understan security as it relates to implem		nd terms concerning network a	nd information
<ul> <li>Definition of security terms and concepts</li> <li>Encryption</li> <li>Digital certificates</li> <li>Certificate authorities</li> <li>Digital signatures</li> <li>Authentication/ Authorization</li> <li>Firewalls - network access policies</li> </ul>	Secure socket layer Security models for different types of e-Business models (B2B, B2C, etc.) technical and non-technical types security technologies/methods Deploying and maintaining security  fundamental concepts con	Types of security breaches - intrusions (hackers / viruses) Preventing, detecting, correcting, and prosecuting security breaches Privacy Monitoring and auditing exposure to security risks  cerning e-business technology per	48 hours
<ul> <li>Network bandwidth</li> <li>Transaction         Breakdown     </li> <li>Directory services</li> </ul>	<ul><li>Load testing</li><li>Failure strategy</li></ul>	<ul> <li>Disaster planning / redundancy / fault tolerance</li> <li>Support staffing/maintenance (24 x 7).</li> </ul>	8 hours
4.4 Recognize and understand e-Business technology solution		ting to data management and usag	je in supporting
<ul> <li>Interface to legacy systems</li> <li>Data Mining / OLAP</li> </ul>	<ul> <li>Data- warehousing</li> <li>Data-integrity</li> <li>Database Management/ Administration</li> </ul>	<ul> <li>Transactional data conversions</li> <li>Data synchronization in distributed environment</li> </ul>	8 hours

TOTAL HOURS: 144 hours