

DIGITAL SKILLS
... AUTHORITY ...

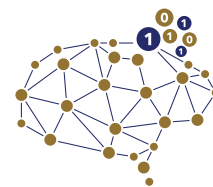
CORPORATE E-LEARNING GUIDE



DSA

**CERTIFICATE
IN ONLINE BUSINESS**





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Course Information USD Edition

Corporate & Government HR and
Learning & Development Department

The Certificate in Online Business Series

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Our certifications have helped boost leading organizations around the globe

DELIVERING MEASURABLE IMPACT. Our industry-developed programs have helped organizations both large and small. Below are examples of how our programs have impacted profits, efficiency and costs. For more than a decade, Digital Skills Authority has enabled:-

- An e-commerce team to increase revenues by \$79-million within a year, (in conjunction with new technologies).
- The digital transformation of a country's national postal service, helping them implement their first professional transactional online presence
- A department store to amend online terms & conditions to positively impact sales and reduce risks
- A global organization to uncover loss of sales due to an agency failing to meet key objectives
- An airline to restructure its web site navigation in real-time, leading to increased bookings
- A telecoms company to identify and discover where an agency regularly over-charged
- A well-known fashion brand to win a content strategy award for their online presence
- A web site component alteration directly leading to a revenue increase of \$1-million
- Staff retention and career progression across all sectors including government



WARNER MUSIC GROUP



DELTA



L'ORÉAL



AXA MANSARD



MARS



HOUSE OF FRASER

Dune
LONDON

CROATIA AIRLINES



Loughborough
University

سابك
SABIC



South African
Post Office



البنك السعودي للاستثمار
The Saudi Investment Bank



HISTORIC SCOTLAND



CHAMBER
OF COMMERCE



Who are we?

Digital Skills Authority is the global industry awarding body for high-impacting digital and business skills. Sourced from within industry, our Corporate Training Academy and Associates Network, develop and deliver high-impacting, practical, role specific certifications in digital, digital-business, e-commerce, future skills and marketing.

Mission

Digital Skills Authority's mission is to grow the digital economy, boost individual careers, support entrepreneurship and enable business growth through digital know-how. As part of this mission, we also empower organizations to identify and manage risks, explore and leverage business and technological opportunities, maximize efficiency, reduce costs and develop their bespoke practical and ethical policies. We enable this through our global industry 'Digital Governance Framework' and our internationally established 'Strategic Planning Methodologies', delivered through our training.

Meet our Founder and President

Deborah Collier is a senior strategic futurist and foresight leader, with thirty-years' experience working across digital, marketing and business. During her career she has trained and served some of the world's leading organizations around the globe on digital business and marketing. A digital entrepreneur, she is the creator of The Certificate in Online Business Series and oversees the CXO and leadership programs. She is listed as a Top 10 Thought-Leader in 'Legal & IP' for her expertise in Digital Governance and the business of intellectual property. She is also a Top 10 Thought-Leader for 'Business Strategy', and was listed in 2016, in a publication's Top 100 Most Influential Chief Marketing Officers in the World. A media group CEO, Deborah also provided over five years' dedicated service, as a Non-Executive Director, on the board of a large government funded education organization.



Deborah Collier M.Sc. FRSA
President and Founder
Digital Skills Authority



INDUSTRY ACCREDITATION COUNCIL



INDUSTRY TRAINERS

Introduction to

The Certificate in Online Business Series

DSA

**CERTIFICATE
IN ONLINE BUSINESS**





Our Business Suite

The Certificate in Online Business Series (COB) from the Digital Skills Authority, is industry’s internationally recognized certification for digital business and transformation skills. Since 2008 these powerful programs have enabled organizations and individuals through consultative classroom programs, blended, ‘live online’ and cutting-edge e-learning editions.

Do you want to:-

- Drive digital transformation, optimization and skills enhancement
- Empower individual and organizational efficiency
- Complement change management strategy
- Enhance inter-departmental collaboration
- Motivate employees with certifications
- Maximize profit, revenue and sales



This guide provides essential information about The Certificate in Online Business (COB) interactive e-learning courses to help you make the right choice for your organization, department leaders and their team.

COB CERTIFIED MANAGER SERIES

The Manager Series has a long-standing heritage among business leaders, department leaders, aspiring managers and teams at blue chip organizations and governments around the globe.

Certifications in this series:

- COB Certified E-Commerce Manager
- COB Certified E-Business Manager
- COB Certified E-Commerce + E-Business Manager*
- COB Certified E-Business + E-Commerce + Digital Marketing Manager*

*Dual and Trio Certification Option

ENTREPRENEURSHIP

- COB Certified Digital Entrepreneur

COB CERTIFIED LEADER SERIES

Inspiring all department leaders to expand and develop their strategic and innovation capabilities through cutting-edge insights and workshops about emerging technologies and opportunities.

Certifications in this series:

- COB Certified E-Commerce Leader
- COB Certified E-Business Leader
- COB Certified Marketing Leader



COB CERTIFIED PROFESSIONAL SERIES

The Professional Series is the premier suite of e-learning and certifications and is most suitable for those who are currently working, or aspiring to work, within the disciplines detailed below.

Certifications in this series:

- COB Certified Content Strategist
- COB Certified Category Manager
- COB Certified Web Merchandiser
- COB Certified Marketing Executive
- COB Certified Web Writer

Upcoming:

- COB Certified Marketplace Trader



Which E-Learning Course

is right for your team and organization?

Use our comparison tables to determine which course is right for your team and employees.

Compare: COB Certified MANAGER Course Options	Course Content and Benefits					
	COB Certified E-Commerce Manager	COB Certified E-Business Manager	COB Certified E-Business + E-Commerce Manager Combination	COB Certified Digital Marketing Manager	COB Certified E-Commerce + Digital Marketing Manager	All three Combined COB Certified Manager Programs
Access to cutting-edge interactive E-Learning, quizzes and exercises (content updated quarterly)	90-days	90-days	120-days	90-days	120-days	180-days
Live or Recorded Webinars	—	—	—	✓	✓	✓
Introduction to AI in Business	—	✓	✓	—	—	✓
Introduction to AI for E-Commerce	✓	✓	✓	—	✓	✓
Introduction to AI for Marketing	✓	✓	✓	✓	✓	✓
E-Business Strategy and Planning	—	✓	✓	—	—	✓
E-Business Revenue Models and Opportunities	—	✓	✓	—	—	✓
E-Risk and Project Management	—	✓	✓	—	—	✓
E-Commerce Opportunities and Risk	✓	✓	✓	—	✓	✓
E-Commerce Strategy and Planning	✓	✓	✓	—	✓	✓
How to Accept Secure Web and Mobile Payments	✓	✓	✓	—	✓	✓
How to Avoid Chargebacks and Fraud	✓	✓	✓	—	✓	✓
Product Planning, Strategy and Shipping	✓	✓	✓	—	✓	✓
Introduction to Marketing and Digital Marketing Strategy	✓	✓	✓	✓	✓	✓
Digital Advertising Strategy	—	—	—	✓	✓	✓
Emerging Technologies for Digital Marketing	—	—	—	✓	✓	✓
Digital and E-Business Branding	✓	✓	✓	✓	✓	✓

Continue to the next page →

Compare: COB Certified MANAGER Course Options	Course Content and Benefits					
	COB Certified E-Commerce Manager	COB Certified E-Business Manager	COB Certified E-Business + E-Commerce Manager Combination	COB Certified Digital Marketing Manager	COB Certified E-Commerce + Digital Marketing Manager	All three Combined COB Certified Manager Programs
Introduction to Social Media Marketing	✓	✓	✓	✓	✓	✓
Audience Profiling and Effective Messaging	✓	✓	✓	✓	✓	✓
Social Media Marketing Strategy and your Social Media Game Plan™	-	-	-	✓	✓	✓
Best Practice Email Marketing and Strategy	✓	✓	✓	✓	✓	✓
Introduction to Online Advertising	✓	✓	✓	✓	✓	✓
Affiliate Marketing	✓	✓	✓	✓	✓	✓
Introduction to Analytics for Managers	-	-	-	✓	✓	✓
Pay-Per-Click Advertising	Introduction	Introduction	Introduction	Intermediate	Intermediate	Intermediate
Content Planning and Information Architecture Workshop	✓	✓	✓	✓	✓	✓
Wireframing Workshop (Optimizing Web Page Layouts)	✓	✓	✓	✓	✓	✓
The Art of Online Customer Engagement	✓	✓	✓	✓	✓	✓
Sales Psychology and Selling Over the Internet	✓	✓	✓	-	✓	✓
Web Writing and SEO Workshop	✓	✓	✓	✓	✓	✓
Cost and Time-Saving Planning Templates - Digital Format	✓	✓	✓	✓	✓	✓
Downloadable Course Workbooks	8 Books	8 Books	9 Books	9 Books	11 Books	12 Books
Downloadable Product Categorization Exercise Kit	✓	-	✓	-	✓	✓
Useful Cost & Time Saving Templates	✓	✓	✓	✓	✓	✓
'Master in E-Business Management' - Part One	✓	✓	✓	✓	✓	✓
Digital Skills Authority Exam Administration & Certification Fees	✓	✓	✓	✓	✓	✓
E-Credential Secured with Blockchain (if successful in exam)	✓	✓	✓	✓	✓	✓
Exam Invigilation at 'Authorized Testing Centre 'with Remote (Virtual) Exam Invigilation with Digital Skills Authority	Additional Fees Apply					



... very useful, enriching and gave me many new ideas and I discovered new concepts.

MUHANNA BAQER,
Director General Strategy,
Ministry of Technology & Communications
GOVERNMENT OF OMAN



... useful and actionable insights. Interactive and creative, which helps to participate and remember things. I encourage anyone, from beginners to experts to attend.

CHRISTOPHE FERRASSE,
Global E-Business Leader,
MARS



Compare: COB Certified PROFESSIONAL Course Options	Course Content and Benefits					
	COB Certified Web Merchandiser	COB Certified Content Strategist	COB Certified Web Writer	COB Certified Category Manager	COB Certified Marketing Executive	COB Certified Marketplace Trader
Access to cutting-edge interactive E-learning, quizzes and exercises (content updated quarterly)	12 weeks	4 weeks	2 weeks	8 weeks	12 weeks	Contact us
Live or Recorded Webinars	-	-	-	✓	✓	Contact us
Introduction to AI for Web Merchandising	✓	-	-	✓	-	-
Introduction to AI for Marketing	-	-	-	✓	✓	-
Introduction to AI for Content	✓	✓	✓	✓	✓	✓
Sales Psychology and Selling Over the Internet	✓	-	-	✓	-	✓
Web Merchandising for Maximum Sales	✓	-	-	✓	-	✓
Category Product and Shipping Workshop	✓	-	-	✓	-	-
Product and Category Management	-	-	-	✓	-	-
Selling on Marketplaces such as eBay & Amazon	-	-	-	-	-	✓
Maximizing Sales with Special Offers	✓	-	-	✓	-	-
Content Planning and Information Architecture Workshop	✓	✓	-	✓	✓	✓
Wireframing Workshop (Optimizing Web Page Layouts)	✓	✓	-	✓	✓	✓
The Art of Online Customer Engagement	✓	✓	✓	✓	✓	✓
SEO Web Writing Workshop	✓	✓	✓	✓	✓	✓
Introduction to Marketing and Digital Marketing Strategy	-	-	-	✓	✓	-
Online Branding	-	-	-	✓	✓	-
Social Media Marketing and Strategy	-	-	-	✓	✓	-
Best-Practice Email Marketing and Strategy	-	-	-	✓	✓	-
Introduction to Online Advertising	-	-	-	✓	✓	-
Affiliate Marketing	-	-	-	✓	✓	-
Introduction to Analytics for Managers	-	-	-	✓	-	-
Intermediate Pay-Per-Click Advertising	-	-	-	✓	✓	-
Downloadable Practical Workbooks	5 books	3 books	2 books	9 books	5 books	-
Web Merchandiser Exercise Kit (includes downloadable versions)	✓	-	-	✓	-	-
Useful Cost & Time Saving Templates	✓	✓	-	✓	✓	✓
Digital Skills Authority Exam Administration & Certification Fees	-	-	-	✓	-	-
Exam Invigilation at 'Authorized Testing Center' or Remote (Virtual)	-	-	-	✓	-	-
Online Exam with Digital Skills Authority Included. (Additional fees apply for retakes)	✓	✓	✓	-	-	Contact us
E-Credential secured with Blockchain (if successful in exam)	✓	✓	✓	✓	✓	✓

Please explore our web site for blended and classroom options, or further e-learning series.

COB Certified Manager Series



COB CERTIFIED E-COMMERCE MANAGER



The Ultimate Online Selling Course

This strategic, sales and customer-focused, international e-commerce business course will help your organization plan, implement and optimize your online store, to reduce risk, increase efficiency and maximize sales. Employees will master the art of online selling and acquire in-depth knowledge in areas such as e-commerce planning, optimization and management, content strategy, customer experience web merchandising and digital marketing.

Audience:

The COB Certified E-Commerce Program is suitable for anyone involved in implementing or managing the sales of an online store. This course is ideal for the following people:-

- E-Commerce Directors and Senior Managers
- Store Managers and Web Merchandisers
- Business Owners and Entrepreneurs
- Career changers and movers
- E-Commerce Project Managers
- Heads of Online

From Learning to Impact:

- Assess team and supplier responsibilities for implementing e-commerce system and solutions, online content, optimal customer experience, risk management, policies and digital marketing
- Lead or contribute to online store structure, product categorization and merchandising needs
- Identify, understand and ensure that e-risks are identified and managed in the organization
- Develop, take responsibility, or contribute to your organisation's e-business strategic plan
- Identify current e-commerce activities needing improvement or change
- Identify, select or help to select the right choice of suppliers
- Support the marketing team to identify the e-marketing activities that need improvement or change.



Enjoyable and very informative experience which I would highly recommend to anyone who works in the field of e-commerce.

ELISA POGLIANO,
E-Commerce Leader,
PROCTER & GAMBLE
UK & Ireland



COB CERTIFIED E-BUSINESS MANAGER



Increase your profits, enhance your reputation, and increase efficiency!

This cutting-edge e-business management e-learning course is the essential training program for organizations getting their business online, improving an existing presence, undertaking digital transformation, or to discover and develop new revenue opportunities. Adapted from our flagship consultative five-day classroom program, this strategic program has been attended by leaders, managers and professionals from blue-chip companies, government ministries, multidisciplinary departments and non-profit organizations around the globe. Participants learn e-business and e-commerce strategy, planning and management, content strategy and customer experience and will gain an introduction to digital marketing and advertising.

Audience:

- Business Analysts, Business Managers, Finance Managers, HR, IT, Project Managers and Sales Managers
- Digital Transformation Managers, Digital Leaders and Heads of Online
- E-Commerce Managers, E-Marketing and Web Managers
- Career changers and movers
- IT and Intranet Managers
- Entrepreneurs

From Learning to Impact:

- Assess team and supplier responsibilities for implementing e-business system, policies, legal obligation, online content, customer experience, digital marketing and e-commerce
- Develop, take responsibility, or contribute to your organization's e-business strategic plan
- Identify, understand and ensure that e-risks are managed in the organization
- Identify and select the right choice of suppliers and tools for your selected activities
- Identify current e-business activities needing improvement or change
- Depending on job role, support the marketing team to identify the e-marketing activities that need improvement or change



...remarkable, and very fulfilling. The e-business strategy and planning elements were particularly interesting, as it required a shift in mind-set from the traditional strategy management planning. I recommend this course, as it not only taps into the commerce element, but also on how efficiency can be achieved through automation.

PORTIA MATSENA,
Chief Information Officer,
BANKSERVAFRICA



BANKSERVAFRICA

COB CERTIFIED DIGITAL MARKETING MANAGER COURSE



Plan, Attract and Engage!

Get the competitive edge with this high-impacting digital marketing training course and qualification. Our industry program will help you to develop and implement a powerful digital marketing strategy, implement a productive team, maximise your sales and enhance your brands reputation.

Audience:

- Marketing Department Directors and Managers
- Digital Marketing Managers and Directors
- Senior Marketing Team Members

From Learning to Impact:

Actionable and measurable outcomes from this course include:-

- Develop optimal strategies, as well as creative and targeted advertising marketing campaigns, delivering maximum return on investment (ROI)
- Implement new technologies and tactics for digital marketing and advertising
- Identify and manage marketing risks and pitfalls with efficient processes and policies
- Assess and contribute to improving your organization's digital advertising activities, email marketing, social media marketing and SEO
- Select, manage and work effectively with resources including marketing teams, artificial intelligence, suppliers and partners
- Lead or contribute to the enhancement or planning of corporate or brand web sites to maximize engagement, usability and revenue
- Develop an effective Social Media Game Plan™ to support branding, enhance your reputation and help drive business
- Manage key marketing activities and associated resources in-line with your omni and multi-channel marketing strategies



I highly recommend the content strategy course. It was very interesting and informative. The hands-on exercises were particularly useful.

EMMA BISHOP,
Product Manager,
SKYPE



COB Certified

Leader Series



Industry's Solution to Enabling Effective Leadership in a Fast-Evolving World

When employees have completed their COB Certified E-Business Manager, COB Certified E-Commerce Manager or COB Certified Digital Marketing Manager qualifications, or any of the combined variations, they will have the opportunity to upgrade their certification to the relevant International 'Leader' certification.

Extend the learning of your senior employees with our exclusive Strategy & Innovation Program

The Leader Series comprises the relevant management certification program, followed by our consultative classroom Strategy & Innovation Program. Our Strategy and Innovation Program includes training and certification on:-

- Deploying and understanding Advanced Analytics and Artificial Intelligence
- Future Technology and Strategic Planning
- Governance and Digital Innovation
- Advanced Practical Workshops

Examination takes place during the course through practical assessments.

Our programs are developed by respected and experienced leaders in industry with decades of hands-on, strategic and leadership experience in well-known global brands and organizations internationally.

COB CERTIFIED E-BUSINESS LEADER

Your business and department leaders will gain an internationally recognized industry accreditation with the COB Certified E-Business Leader qualification. They will gain expert industry insights, practical strategic and innovation know-how to transform your organization. Our two-part program combines the COB Certified E-Business Manager certification program with our exclusive Strategy & Innovation Program.



COB CERTIFIED E-COMMERCE LEADER

Give your E-commerce leaders an industry accreditation with the COB Certified E-Commerce Leader qualification. Enhance knowledge with expert industry insights, practical strategic and innovation know-how to maximize your sales and stay ahead of your competitors. The two-part program combines the COB Certified E-Commerce Manager certification program with the exclusive Strategy & Innovation Program.



COB CERTIFIED MARKETING LEADER

Enable your leaders with an industry-developed and industry-delivered accreditation in COB Certified Marketing Leader certification. They will and gain expert industry insights, practical strategic and innovation know-how to transform your marketing performance. Our two-part program combines the COB Certified Digital Marketing Manager certification program with our exclusive Strategy & Innovation Program.



A smiling man with dark hair and a light beard, wearing a light grey suit jacket over a dark blue shirt and tie. He is positioned in the foreground, looking towards the camera. The background is a blurred office setting with digital overlays, including charts, graphs, and network diagrams. A dark blue banner is at the top left, and a grey banner is below it. A network diagram is at the bottom left, and a dark blue footer is at the bottom.

COB Certified

Professional Series

COB CERTIFIED CONTENT STRATEGIST

Adapted from our established classroom training attended by professionals at airlines, banks, international government ministries and brands such as John Lewis, L'Oréal, Mars, Skype, Three and the Warner Music Group. This high-quality four-week interactive online content strategy and customer experience course delivers expert insights and powerful hands-on workshops, to engage customers and users to book, buy, subscribe and interact.

Audience:

- Content Planners, Producers and Publishers
- Job seekers and career changers
- Web Designers and Developers
- Marketing Professionals
- Entrepreneurs

Subscribers will:-

- Access Exam Practice Exercises and Online Examinations
- Develop Audience Engagement and Internet Psychology
- Enhance SEO Web Writing for Maximum Engagement
- Learn Optimal Wireframing and Storyboarding
- Perfect Content Strategy and Planning



COB CERTIFIED CATEGORY MANAGER

Powerful learning that maximizes your sales and boosts your career! A valuable eight-week sales and customer-focused international category manager marketing and online selling certification course. Insights that help your employee select appropriate products to sell online, present them effectively online, maximize the value of your shopping basket, enhance effective cross-selling and up-selling, and develop an optimal digital marketing strategy for their category.

Audience:

- For your E-Commerce and retail marketing
- Existing and new retail marketers
- Aspiring Category Managers
- Traditional Marketers

Subscribers will:-

- Get helpful course specific practice exercises and tips and online exams
- Discover how product pages should be optimized for online sales
- Select and categorize appropriate products to sell online
- Study to become a COB Certified Category Manager
- Develop category and product marketing strategy
- Complete fun high-impacting practical exercises
- Learn how to encourage customers to buy
- Gain valuable tips to maximize sales



COB CERTIFIED WEB MERCHANDISER

Adapted from our sales boosting classroom training experienced by retailers such as Dune Group, House of Fraser and John Lewis, this valuable sales and customer-focused international web merchandising certification course will help your online sales team present your products effectively online, maximize the value of your shopping basket and develop effective cross-selling and up-selling.

Audience:

- Web Merchandisers
- Category Managers
- Retail Assistants

Subscribers will:-

- Understand target audiences, customer psychology and engagement with product pages
- Learn how to write, optimize and present text effectively on across all product pages
- Discover how to enable viral marketing and advocacy on product or services pages
- Make the right media selection for products or services for optimal selling
- Discover appropriate offers to implement to drive sales
- Gain detailed knowledge of selling web content, via cutting edge technologies
- Follow case study workshops to maximize online sales



COB CERTIFIED MARKETING EXECUTIVE

Give your marketing team a boost with the COB Certified Marketing Executive program developed by expert practitioners. Your employees will learn powerful digital marketing practices and techniques and gain an industry professional certification in this four-week course. Adapted from established classroom training attended by organizations such as House of Fraser, John Lewis, L'Oréal, Mars, Oman Ministry of Education, Skype, Schneider Electric, Three, Warner Music and more.

Audience:

- Marketing team members consultants

Subscribers will:-

- Discover techniques in digital advertising, digital marketing, email marketing and social media
- Gain valuable tips to captivate audiences and optimize user experience
- Learn how to engage customers to book, buy, subscribe and interact
- Get helpful practice exercises and tips for the online exams
- Develop skills to write search engine optimized content
- Acquire fundamental promotional marketing concepts
- Study to become a COB Certified Marketing Executive
- Complete fun high-impacting practical exercises



COB CERTIFIED WEB WRITER

Content writers learn how to plan, structure and write engaging search engine optimized content for the web. This short but powerful course is offered as a four-week interactive e-learning course. It is suitable for bloggers, developers, intranet managers, journalists, marketers, portal managers, publishers, small business owners, web content creators and writers providing web content. Subscribers of this course will gain useful know-how and complete practical workshops and quizzes.

Audience:

- SME's providing regular content to web site developers
- Writers, bloggers, publishers and journalists
- Marketers, portal and intranet managers

Subscribers will:-

- Gain insights into Search Engine Optimization
- Learn effective writing Structure and Planning
- Develop the Art of Web Writing





Cutting Edge Credentials

We are delighted to issue verifiable digital certificates and badges, secured with Blockchain.

Verified Authenticity:

Our platform ensures secure verification of the validity and authenticity of our digital certificates and badges. Whether your employees share them through their individual credential page, on social media, or even in printed form with QR code, they can confidently demonstrate their expertise and achievement.


Continuous Learning and Growth:

Our platform goes beyond certifications offering a wide range of learning pathways to fuel your employees career development. By adding these learning achievements to their digital wallet, they can showcase your collective dedication to growth and continuous improvement.

Security:

With our platform, your employees' achievements are secured with bank-level encryption and blockchain technology. This ensures the privacy and integrity of their data, giving you peace of mind as they share their credentials with their manager, human resource representative, clients or partners.





Taking Exams

The Certificate in Online Business exams are industry-developed, globally recognized qualifications.

The Certificate in Online Business exams are developed by leading industry professionals and are governed and awarded by the Accreditation council at the world's Digital Skills Authority. With globally relevant content, the qualifications are recognized internationally across all sectors including government, academia, industry, charity and non-profit.

Exam Options

Digital Skills Authority offers three types of exams:-

1. Online Case Study Assessment Exam

- Selected Professional Series certification courses delivered as interactive e-learning
- Digital Skills Authority E-Learning & Online Examinations platform

2. Remote Secure Live Online Exams with Webcam

- Available on COB Certified Manager and COB Certified Leader Certifications
- Provided by Digital Skills Authority

3. Exams in person at Authorized Test Centers internationally

The Digital Skills Authority's official 'Authorized Testing Center' partners include universities, professional institutes, global and government organizations such as British Council, around the globe.

- Suitable for those without the Internet connectivity or technology to complete a remote live exam
- Booked directly with Accredited Training Providers

Maintaining the Integrity of Certifications and Customer Data

To ensure the authenticity of our examination process, candidates are requested to present their unique candidate number and proof of identity, which are processed using bank secure technology and strict data protection policies, and / or in-person at Authorized Testing Centers. Each online course account is registered to one individual only, and employees are issued with a unique candidate number. Individuals cannot attend an exam without completing their course of study.



Manager Exams

The exam consists of two practical parts:-

- **Part A:** 1hr 30 minutes - questions and answers
- **Part B:** 1hr 30 minutes - e-commerce case study

Dual certification exams have an additional **Part C:** 1hr 30 minutes, questions and answers.

All papers have a pass mark of 70%.

The course fee includes the Digital Skills Authority's COB Certified exam administration fee, which are our costs for preparing the exam materials, liaison with the authorized testing center, assessment, marking, delivering results, issuing an hosting a candidates e-credential (if they pass). Fees exclude either Digital Skills Authority's remote live exam, or test center fees, which are payable to Digital Skills Authority, or direct to a delegate's chosen testing center.

Remote Secure Live Online Testing Fees

Remote (virtual) exam invigilation Fees (including taxes) are \$185 for a single exam and \$275 for a dual certification exam. There are corporate savings for volume orders.

Authorized Testing Centre Fees**

Authorized testing fees vary significantly depending on the location. Fees are between \$75 - \$250 for a single-track exam depending on location.

Shorter Professional Series Exams

These exams are included without additional fee within our shorter e-learning courses. These practical exams are assessed by our examiners, with results issued after the exam.



The course challenged me to think outside my normal thought process and apply what I had learned to other businesses outside of my expertise.

MELANIE NEWELL
Assistant Manager -
EBAY OUTLET STORE,
HOUSE OF FRASER

HOUSE OF FRASER



Courses and Exams: Corporate Savings

US Dollars (including taxes)

Corporate and Government Multiple Employee Packages

Digital Skills Authority offers corporate and government savings through multiple employee packages. Your organization can purchase across for a selected number of employees, with or without Remote (virtual) Exam Invigilation.

Sample Volume Pricing Manager Series – E-Learning Subscriptions

Number of Employee Subscription	Single Track COB Certified E-Business or E-Commerce Manager including Exam Administration	Dual Track COB Certified E-Business + E-Commerce Manager including Exam Administration	Trio Track COB Certified E-Business + E-Commerce Manager including Exam Administration
1	\$1,350	\$1,695	\$4,950
10 (Minimum)	\$12,150	\$15,250	\$48,950
50	\$48,600	\$61,000	\$239,750

Please contact us, for higher course volume

Exam Savings

Employees can pay to take their face-to-face exams at authorized testing centers around the globe. Alternatively, you can purchase remote (virtual) invigilation for your employees from Digital Skills Authority. These will be allocated to each individual learner subscription - one per employee.

Sample Volume Pricing Manager Series – Live Online Exams

Number Employees	Single Track Live Online Exam	Dual Track Live Online Exam	Trio Track Live Online Exam
1	\$185	\$275	\$450
10 (Minimum)	\$1,750	\$2,250	\$3,950
50	\$8,950	\$11,950	\$19,950

Please contact us, for higher course volume

For tailored pricing and packages across our full range of courses, please contact us.



Thank you

Contact us:

+44 (0)1753 362 654 (UK and rest of World)
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digitalskillsauthority.org/contact

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