

E-Commerce Management

Course Title:	E-Commerce Management	
Duration:	5 Days	
Timings:	9:00 am to 5:00 pm (UTC +5 / Pakistan Standard Time)	
No. of Students:	25 students per batch	
Pre-requisites:	Fundamentals of Information Technology and Computer Sciences	
Mode of Training:	<ol style="list-style-type: none"> 1 CORVIT Campuses in Lahore, Karachi & Islamabad 2 Online (if required) 	
Language:	<ol style="list-style-type: none"> 1 Training will be delivered in Urdu & English (optional) language 2 Training material will be provided in English language 	
Training Basic Methodology:	<ol style="list-style-type: none"> 1. Theoretical knowledge 2. Lab work 3. Individual Assignments 4. Group Assignments 5. Assessments 6. Certification Preparation (where applicable) 	
Training Material:	Soft copy (pdf format) of training material will provide to all students.	
Training Content:	Day 1:	<p>Understanding the Business of E-Commerce</p> <ol style="list-style-type: none"> 1. Importance of E-Commerce 2. Market and Customers 3. Emerging Trends 4. Opportunities and Challenges <p>Digital Business Models</p> <ol style="list-style-type: none"> 1. B2B (MRO Hubs, Catalogue Hubs, Yield Managers, Exchanges) 2. B2C (Portal, Storefront, Content Provider, Service Provider, Transaction Broker, Community Provider, Market Creator)

		3. C2C
	Day 2:	<p>Tools and Techniques of E-Business</p> <ol style="list-style-type: none"> 1. Technology and Internet requirements 2. Website development and Hosting considerations 3. Web based Market Research <p>Digital Marketing</p> <ol style="list-style-type: none"> 1. Digital marketing Strategy 2. SEO 3. Website Traffic 4. Online Sales Promotion
	Day 3:	<p>Customer Acquisition</p> <ol style="list-style-type: none"> 1. Identifying Target Consumers 2. Understanding Online Behavior 3. Channel Planning 4. User Experience 5. Revenue Generation
	Day 4:	<p>Business Operations</p> <ol style="list-style-type: none"> 1. Affiliate Networks & Vendor Management 2. Shopping Carts & Online Payments 3. Managing Inventory and Logistics 4. Order Fulfilment 5. Customer Service
	Day 5:	<p>Laws, Regulations and Compliance</p> <ol style="list-style-type: none"> 1. Website & Data Security 2. Privacy Laws 3. IPR 4. Taxation Laws 5. Copyrights & Trademarks 6. International regulations

