A **GOVERNMENT** CERTIFIED
PROGRAM
WITH INTERNSHIP

VocSkill

DIPLOMA IN E-COMMERCE MANAGEMENT

In association with

Skill India
कौशल भारत - कुशल भारत

N·S·D·C
National
Skill Development
Corporation

Diploma in E-commerce Management

India is the eighth largest market for eCommerce with a revenue of US$46 billion in 2020. Electronics & Media is the largest segment in India and accounts for 32% of the eCommerce revenue, followed by Fashion with 29%, Food & Personal Care with 23%, Toys, Hobby & DIY with 11% and Furniture & Appliances with the remaining 6%. Market expansion in India is expected to continue over the next few years.

Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and Uber, have dramatically changed how we interact, communicate and get from point A to B. If you're an entrepreneur, investor, manager, or student, you need thoughtful approaches to navigate and win in this new environment..

Ecommerce managers have to keep up with trends in technology, marketing, products, customer service, and small-package shipping. These same leaders can also manage employee, supplier, and customer relationships. The burden can be crushing, especially as companies grow from being a startup into the mid-market

36%

OF THE INDIAN POPULATION HAVE BOUGHT AT LEAST ONE PRODUCT ONLINE IN 2020

BUILD YOUR CAREER IN
TECH-BUSINESSES

This weekend program is an excellent opportunity for students and experienced professionals working in startups and tech companies to excel in their careers.

Duration-1 Year (6 Months learning + 6 months internship)

Program Highlights

1 Value-added Course Pack (5 modules).

2 Gamification & case studies as pedagogy.

3 Live Lectures from Corporate faculty.

4 Value addition by Job-Readiness program & personalized mentoring.

5 6 months Industry Internship.

6 Vocskill Alumni Status.

Program Objective

The overarching goal of the Program is to help the participants enhance their emerging tech knowledge, managerial competencies & leadership skills for professional growth & development.

The specific objectives of the Program are to help the participants:

- Understand the demands and challenges of new age tech businesses;
- Enhance their knowledge in functional management domains;
- Sharpen their skills in diagnostic, analytical and decision-making tools and techniques;
- Kickstart a highly rewarding career in the emerging startup ecosystem.

Course Outline of
E-commerce Program

- ✓ **Introduction to E-commerce**
- ✓ **Digital world and digital Channels**
- ✓ **Logistic planning in e-commerce companies**
- ✓ **Strategic planning for the digital platforms**
- ✓ **Case studies**

1. Introduction to E-commerce Business

This module helps in developing an understanding for the various business models in e-commerce space. It will help you in acquiring the skills necessary to manage and grow an e-business or e-commerce department of a business.

Types of E-commerce Business Models

Major Ecommerce Business Classifications

B2B: Business to Business Ecommerce

B2C: Business to Consumer Ecommerce

C2C Ecommerce

C2B: Consumer to Business Ecommerce

Government / Public Administration Ecommerce

Types Of Ecommerce Business Revenue Models

Drop Shipping

Wholesaling and Warehousing

Private Labeling and Manufacturing

White Labeling

Subscription

2. Digital world & digital Channels

This module will give you a strong understanding of key digital marketing and measurement concepts and analysis techniques. With this skill, you will be able to effectively monitor the performance of your website in key areas, which will enable you to really maximise your e-business profits.

- Building Digital Assets for the brand
- Social Media Marketing
- Search Engine Optimization
- Search Engine Marketing
- Display Advertising
- E-mailer marketing
- Native and Influencer marketing
- Content Marketing
- Web analytics

3. E-commerce Logistics

Nowadays there is high demand in the E-commerce market, In E-commerce businesses, the transportation of products is a very important factor when it comes to customer satisfaction. From the moment the product is picked up from the store until it reaches the final customer, it goes through different stages where the utmost care is needed. That is why logistics must be perfectly studied and optimized. Throughout this module, you will learn about the impact of logistics in E-commerce, and how it may affect the final customer.

- E-commerce logistics and its impact on the consumer.
- Different stages of E-commerce logistics operations ranging from design to delivery.
- Current challenges of E-commerce logistics and worldwide trends.
- Global E-commerce logistics cases and the innovations that have been arising given the current situation.
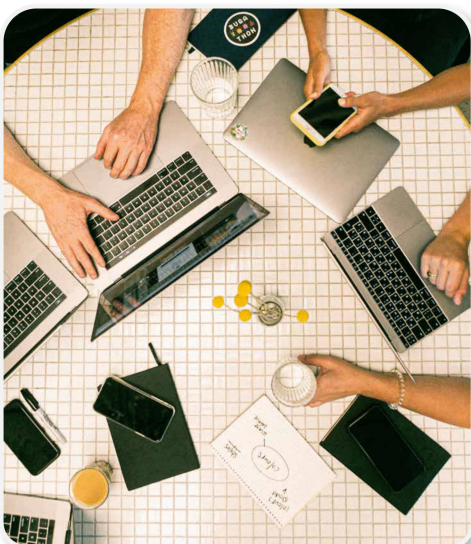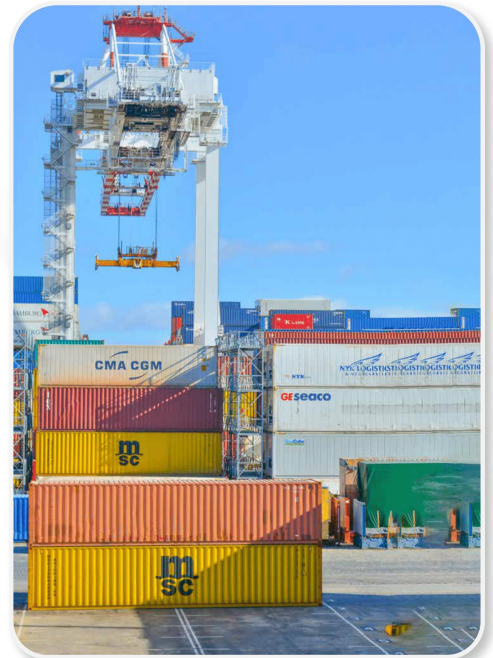
4. Strategic planning for the digital platforms

Companies are urgently looking for innovative staff who are also capable of breaking out of old structures and processes and replacing them with intelligent digital solutions.

- Current digital business trends and their effects on businesses.
- Challenges for companies internal and external factors)

- Introduction to digital business strategies and business models
- Components of e-business strategies (assortment, price, marketing, sales, service, fulfillment, IT)
- Strategy development
- Personas
- Customer journeys
- Customer touch
- Gain an overview of difficult situations
- Gain transparency regarding the consequences of decisions made
- Management of growth and seasonal fluctuations
- Efficient communication through visualization
- Decision-making in a team
- Logistics & fulfilment

  - Supply chain management
  - Fulfillment strategies
  - Returns management
  - Strategy implementation best practice

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