



INDIAN INSTITUTE OF E-COMMERCE®

Indian Institute of Ecommerce Foundation CIN is
U74140DL2015NPL286582 Section 8 company Registered in India.

E-COMMERCE BUSINESS PROGRAM

**By
Indian Institute of Ecommerce**



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About Indian Institute of Ecommerce

Indian Institute of eCommerce is a section 8 organization with its registered address in 15 ,Saidulajab, Saket, Delhi South, India , registered under the Ministry of Corporate Affairs - www.mca.gov.in , Government of India.

For Job Seekers: The Certified E-Commerce Professional Program is developed for jobseekers, working professionals to meet the requirements set by E-Commerce industry

For Entrepreneurs: IIEC's business Incubation is to help entrepreneurs with "Plug and Play E-Commerce Stores" with ongoing mentorship support.

IIEC Vision & Mission

Our Vision: To be the thought leader of E-Commerce Education in India.

Our Mission: To develop 10000 E-Commerce Entrepreneurs by 2020.

Core objectives: "Be the thought leader of E-Commerce Education."



IIEC Timeline Journey

Indian Institute of eCommerce is an E-Learning institute registered in Delhi with its headquarter in 15th Floor, Eors Towers, Delhi, India , registered under the Ministry of Corporate Affairs - www.mca.gov.in , Government of India.

- 2015**
 - Indian Institute of E-Commerce is registered as a **Section 8 Organization** under Minstry of Corporate Affairs.
 - Registered **Trademarks**: INDIAN INSTITUTE OF E-COMMERCE, INDIAN INSTITUTE OF ECOMMERCE, IIEC & CERTIFIED E-COMMERCE PROFESSIONAL
- 2016**
 - **Tata Institute of Social Sciences** - TISS Mumbai partnered with Indian Institute of E-Commerce to train 50,500 students across India.
 - **WTO** Invited IIEC Chairman as a panellist in Public Forum for E- Commerce & Inclusive Trade in Geneva, Switzerland.
 - **Alibaba** partnered with Indian Institute of E-Commerce to develop 1 million E-Commerce & Global Trade skilled professionals.
 - **Amazon India** Partnered with Indian Institute of E-Commerce and gained over 10 Lac+ Sellers in India with ATES Certification Program promoted by IIEC.
 - **Google** in Partnership with IIEC launched Google Ambassador Program in India.
- 2017**
 - **Tata Consultancy Services** became IIEC marketing partner to promote our courses pan India.
 - Over 500+ Training Institute Partnership Agreements were signed.
 - Launched our **E-Learning Portal www.iiec.edu.in** with 20+ E-Commerce certification Programs designed & developed fully in-house by Indian Institute of E-Commerce experts.



IIEC Timeline Journey (Contd.)

2018

- Created 1st Overseas Center of **Indian Institute of E-Commerce in Singapore.**
- **Government of Ethiopia** Partnered with Indian Institute of E-Commerce on E-Commerce Training for Ethiopian Government Departments.
- Over 67000+ students are trained & Certified till date at iiec.edu.in E-Learning Portal.
- IIEC Students have founded 136 companies like FlipFresh, BaazKart, IndianSarees, BrandVilla, etc.
- 80+ Corporates like Yahoo, Wipro, Tech Mahindra, Apple India have partnered for employee training with Indian Institute of E-Commerce.
- **Amazon India** is working with 200+ students from Indian Institute of E-Commerce directly post Certification.

2019

- Launched **Certified E-Commerce Professional flagship program** for E-Commerce industry suitable for Jobseekers and working professionals.
- Educational partner signed in **16 countries** France, Germany, UAE, Saudia Arabia, United States, Newzealand, Denmark, Neitherland, Switzerland, Chec Republic, Poland, Slovenia, Spain, Ireland.
- Expanded our course offering into the B2B market.
- Partner with Classmarker and Accredible to allow access to **bloc-chain enable Online testing & Certification** service.
- IIEC E-Commerce Business Incubation Program.
- Formation of E-Commerce Industry Council to support 1500+ indian industries to export via global E-Commerce stores network incubated by Indian Institute of E-Commerce



E-Commerce Business Program

Are you a manufacturer /retailer / distributor of Agriculture products and looking to expand your presence in online ? Indian Institute of Ecommerce helps you learn how to sell Agriculture products in marketplaces like Amazon FBA, Alibaba etc with our specific set of rules to get more profits.

LEARN HOW TO SELL IN ONLINE MARKETPLACES LIKE





INDIAN INSTITUTE OF ECOMMERCE SERVICES

1:1 BUSINESS MENTORSHIP

Get dedicated industry mentors who guide you in every stage your ecommerce business.

BUSINESS PLAN

Get customised ecommerce business execution strategy to build and grow your business globally.

AMAZON FBA / FBM

As IIEC is a partner of Amazon, we help you to sell products via our network of 100+ FBA and FBM Amazon global stores.

INTERNATIONAL PARTNERSHIPS

Get connected to various government bodies, international trade associations, importers and exporters across the globe to grow your product sales.

INVESTMENT & FUNDING

Learn to successfully present your pitch deck to over 350+ Global Investors network to secure funding between \$100K - \$10 millions and BOOST your business valuation upto 50X.

GLOBAL TRADE MANAGEMENT

IIEC helps in finding bulk Export orders, International logistics and Insurance backed financial settlement to secure your trade deals.



Course Details

- **What you'll learn**

1. Leverage the ecommerce platforms by selling physical products with high sales volume and low competition and use a specific set of rules to uncover the easiest and most profitable ways to sell.
2. Know where and how to source products at lowest cost and understand how to create the 'perfect' listing on marketplaces to get high rankings.
3. Know what online shoppers are searching for and take advantage of that knowledge to get more sales.
4. Understand how to use marketplace's internal advertising feature to grow your visibility and sales.
5. Avoid the pitfalls and costly mistakes often made by new online business owners by taking advantage of advanced tactics by our mentors to grow your online sales to a whole new level.

- **Course requirements**

The basic requirements are a computer/laptop and a high speed Internet connection.

You do not need any knowledge or experience of online selling but a passion to start your ecommerce business.

- **Course description**

Start a Profitable and Sustainable online Venture by Following a Proven, Up-to-Date Blueprint for entrepreneurs who want to start their online business. This course provides a step-by-step practical video series on how to start from scratch and start a successful ecommerce business.

Learn how to leverage the online platforms to sell physical products. There are more million dollar a year online sellers being created now than ever before, so the timing is perfect.

There is also a huge demand for skilled assistants to create listings and do research to uncover the best products to sell. You will have gained these skills, among others, by the time you complete this course..



- **Course Content and Overview**

Designed for you if you are either a complete novice, or you already sell online but want to get better results. The course contains 200+ lectures, including 150+ video lessons which range from 3 minutes to 15 minutes in length. You will learn every single step required to build your online business.

After completing the course you will be able to quickly identify the best and working strategies to sell your products online and able to understand how to use advanced tactics to double your sales and how to start small and scale up fast.

- **Who Can apply for this course ?**

This course suits entrepreneurs who are product manufacturers, retailers, distributors, wholesalers, dealers who wish to start their online business.



Topics Covered

Module 1. Introduction to Ecommerce Fundamentals

Understand the Ecommerce terms & glossary from the basics to build a stable and successful ecommerce business. In this module you will learn about

Introduction , History & Types of Ecommerce:

Learn from the history of Ecommerce to the present trends and types of Ecommerce Business models

Understanding Online Shopping:

Understand elements such as Store Design, Buyer Behaviour, Payment Methods, Product Delivery, Ecommerce Advantages & Disadvantages

Ecommerce Marketplace Data Research

Learn about Ecommerce category research, Marketplace data research, Find & solve problems, Selling products you have knowledge about

Finding Potential Customers:

Learn how successful Ecommerce stores target customers based on persona, & lifetime value estimation.

Selling Products in Ecommerce Marketplaces:

Learn how to sell products in various ecommerce marketplaces and how to optimise your seller account for better sales

Pricing Strategy to Sell Products Online:

Learn to calculate cost, look-up competitors pricing, MRP, Keystone pricing & setting up A/B testing for the right price



Module 2. Build Your Ecommerce Website

Learn how to build your own ecommerce website even without having prior knowledge in coding or website designing. In this module you will learn about

Registering a Domain Name:

Learn how to create your Ecommerce store's identity by registering the perfect domain name

Understanding Website Designing:

Learn to create better User Interface for an ecommerce store with contents that convert traffic into customers

How to build a readymade website in low cost:

Learn how to create an ecommerce store practically with IIEC's recommended website builder tools for free.

Hosting your website:

Understand the concept of hosting and learn how to analyse which hosting options are suitable for different ecommerce websites.

Creating search engine friendly contents:

Learn how to organise contents in an ecommerce website which can convert to purchase decision for the users. Our experts shall guide the development of contents

Online: Publishing your Ecommerce website:

Learn how to do compatibility testing for your website before uploading website and also understand how to fix errors in websites before publishing your website.



Module 3. Learn Ecommerce Business Operations

Understand all the business operations involved in running an ecommerce store from order processing to logistics. In this module you will learn about

How to sell products online:

Learn how cash flow mechanisms work in ecommerce and also learn how digital goods, professional services can be sold online

Building affiliate networks:

Understand the terminologies in affiliate marketing & how affiliate programs work. We help you in finding the best affiliate marketing network which suits you

Payment gateway solutions for your ecommerce website:

Learn how payment mechanisms work in ecommerce website and also how to safeguard the payments received.

Shopping cart solutions:

Understand the backend management of shopping cart & its features for customer in shopping cart. Learn how to promote shopping cart for your ecommerce store.

Inventory management:

Understand how to build inventory and be a low price stocking leader. Learn the inventory mechanisms used in ecommerce.

Ecommerce logistics & order fulfilment:

Learn about in-house order fulfillment and how to outsource the fulfillment process. Also understand how packaging & labelling works..



Module 4. Secure your Ecommerce website to get customers & sales.

To run an e-commerce business you must make sure your website complies with all the legal and security policies. This module will explain about these policies which include

Protecting your customers payment information:

Learn how to protect your Ecommerce store users, how to stay away from Chargebacks, Privacy Policy for Your Ecommerce Store, SSL Security, Trust Seals

Understanding legal responsibility of merchant and customer:

Learn the legal responsibilities which ecommerce store needs to follow to protect both the merchant and the customer.

Understanding security measures for your ecommerce store

Learn about planning the strategy, Writing Ecommerce Security Policy, analysing security risks. Get access to Ecommerce Security Assessment HandBook.

Protecting your ecommerce store from hacks & Virus:

Learn how to prevent Distributed Denial of Services "DDoS Attack" on an Ecommerce Store, how to stop a possible hacking attack & protect against Virus & Malware



Module 5. Start selling your products in 100+ global marketplaces

Selling your products in various marketplaces will help you get more sales of your products. This module explains about various marketplaces and which marketplaces are suitable to list and sell your products. It covers the below topics



And many more..



Module 6. Take your retail shop to e-tail ecommerce business

Learn how to make a Retail Store Cashier less, Learn major design trends and techniques used by successful retailers around the world - techniques that they can implement themselves to improve shopper experience in their own stores. In this module, you learn about

Introduction to Digital Transformation:

Get an overall view of retail market and online market and how a retail store can go online.

Online Business Platforms:

Learn the steps involved to take any retail store online and how to run a fully functional E-Commerce store.

Entering From Retail to Online:

Understand the advantages of running a fully operational E-Commerce store, customisation of your store, controlling customer information

Ecommerce Marketplaces:

Learn how to market a retail store in various marketplaces & how to get marketing and advertising support from the marketplace

Optimising Product Page:

Learn about product photography, angle of taking the Photos, Photo Background, Photography Equipments, and how to choose description & social proofs

Retail to Online Store's User Experience:

Learn about In-Store Online Transaction, and understand about a practical case study: Open Source Digital Technology



Module 7. Start selling bulk products in global marketplaces

Understand how export import works in ecommerce industry and how you can export your products to different countries using global marketplaces. In this module you learn briefly about

Introduction to international trade process

Understand the complete cycle of international trade process which includes how to import & how to export.

How to import & export:

Understand the complete cycle of international trade process which includes how to import & how to export.

Documentation required B2B business:

Learn about various documentation in international trade like Invoice,Bill of Lading,Airway Bill ,Certificate of Origin ,Shipping Bill ,Bill of Entry.

Custom clearance procedures:

The most critical step in international trade is Custom Clearance Procedures.Learn about custom clearance procedures for export & import.

Banking & payment mechanisms in B2B trade:

Get the real-time regulations for Imports & Exports of both RBI & Bank and learn about the payments related to it.

Shipping & Logistics process in B2B Trade:

Get the real-time regulations for Imports & Exports of both RBI & Bank and learn about the payments related to it.



Module 8. Grow your sales 10x faster with growth hacking strategies

Learn what strategies make Uber, Airbnb and top e-commerce startups an billion dollar business. Learn the marketing hacks and growth secrets today. In this module you will learn about

Growth hacking process:

Learn to scale up e-commerce product sales using low-cost and highly profitable viral marketing strategies that works today.

Growth hacker funnel:

Learn how to convert visitors to members and retain your members into paid customers as long as possible.

Push and pull strategies in growth hacking:

Learn to engage new users and re-target them using search engine optimisation, user experience and gorilla marketing.

Growth hacking tools:

Various software tools which can help you to engage users and increase your presence.

Retaining online users:

Get access to free software tools to help you understand post sale engagement for your e-commerce store.



Module 9. Automate your Ecommerce Business with Automation tools

Learn how marketing automation transforms email marketing to support multi-channel marketing campaigns and increase lead generation and conversion. This module covers about

Automation bots:

Learn to use various automation tool to boost your ecommerce stores presence to your prospective customers.

Automating market research:

Learn how to use various online bots to give you competitors analytics to create your own marketing strategy.

Automating lead nurturing:

Users don't want to just chat with a robot learn to use automation tool along live chat agent to get convert a prospective user to the customer.

User Experience Automation:

Learn to create and automate personalised marketing contents customised with your user base

Automating social media messaging:

Automated communication in 50+ social media networks including Facebook Twitter LinkedIn Instagram in the most effective way.

Automating sales for your products:

Learn how to automate sales with personalised sales automation bots to achieve your sales targets.



Module10. Achieve consistent sales with Content Marketing

Learn the top Web content development by researching, writing, gathering, organizing, and editing information for publication on websites.

Creating Compelling Marketing Content:

This lecture will help you understand how to create an affective sales presentation to make your customers buy products.

Creating an Effective Content Marketing Strategy:

For every e-commerce store marketing strategies different learn what strategy suits for your e-commerce store.

Identifying Promotional Opportunities:

Learn various promotional channels locally and globally to generate traffic leads and sales for the e-commerce store's product promotion.

Content for Different Audience Segment:

Learn the behaviour of your audience to grow your e-commerce store

Promoting Content Through Different Channels:

This Chapter will teach the fundamentals to help you understand the basics of Ecommerce and the different types of Ecommerce

Finding Industry Influencers:

Learn how to find, connect, engage niche channels in various social media an independent blogs for effective content marketing.



Pre-requisites

1.Basic Requirements

High Speed Internet

As our Certified Ecommerce Professional is an e-learning program , it consists of high quality practical videos. So we recommend you to use high speed internet to load the videos without any hassle.

Internet Knowledge

You should have a basic knowledge about the internet systems & terminologies and also basic knowledge of internet platforms like Facebook, Google, Linkedin, etc to cope up in learning process.

Required Devices

As the course contains more practical videos we recommend you to have a Laptop / PC / Smartphone to study and practice the courses.



2. Technical Specifications

We recommend you to meet the minimum requirements:

Browser

An up-to-date version of Chrome is strongly recommended.

We also support the latest versions of Firefox, Safari, Opera and Microsoft Edge. At this time, most features, including Classroom, Knowledge, and Student Hub, are supported on mobile web.

Internet Connectivity

Download: 2+ Mbps recommended; minimum 1 Mbps.

Upload: 0.5 Mbps.

Mobile Data: Reliable Wi-Fi or cellular data connection.

Operating System

PC: Windows 7 or higher with the latest updates installed (note: Internet Explorer is not supported).

Mac: OS X 10.11 or higher with latest updates installed.

Linux: Any recent distribution that has the supported browsers installed.

Ubuntu: 17.10+ or 14.04 LTS+.

Hardware

Each course and program has its own specific hardware requirements in terms of processing power, hard drive space and any external hardware. Please refer to the program's individual overview page for additional info.

YouTube

Ability to watch YouTube videos is required. If YouTube is blocked on your network, please contact your IT support or internet provider.

If you do not use the HTML5 player, we recommend Adobe Flash Player v28.

If you do not use the HTML5 player, we recommend Adobe Flash Player v28.

Google Account

Required for Webcasts, one on one appointments, and exit interviews

If you have a Gmail or YouTube account, that same login can be used to access all of Google's features.



Frequently Asked Questions

IIEC Program Overview

Who can enroll in this program ?

Anyone who wants to start an ecommerce business can apply

How long is the course access is given ?

The course access is granted for lifetime , however you can finish the course in 3

How do i receive course updates?

Whenever we update the course, you will receive a notification in your registered email id and the update will be available in your course dashboard.

How much does this course cost?

This course costs you INR 25000 including all the taxes.

Can i pay the fee in EMI ?

Yes, the fee can be paid in EMI upto 24 months with few credit cards.

What is your refund or cancellation

We do not offer refund after you get the course access in your course dashboard.

How do I access my course content ?

Once you login to your account , you can view your courses under " My Course" tab in the menu. You can click on the course modules and learn them in the dashboard.

How do i report a bug or an issue in the course contents ?

You can directly mail us at support@iiec.edu.in if you face any kind of difficulty while doing the course.



How do i download the course contents ?

The course contents cannot be downloaded. Instead, we are providing the course access forever so you can view them anytime by just logging into your account.

When will i have session scheduled with my mentor ?

You will receive a call from our mentor within 48 hours of your course enrolment.

How do i connect to my mentor if i have any queries ?

You can email us your mentor name and your query at support@iiec.edu.in and we shall schedule your call with our mentor.

What do mentors guide ?

Our mentors help you in developing business plan, providing international partnerships, help you in investment & funding etc to make sure your business grows into profits.



Student Reviews



Pramod Jain



CEP helped me in landing my dreamjob with an unbelievable package. IIEC assisted a lot in my career and i'm thankful for it.

Nisha Singh



Professionally done - to the point, providing the necessary information without wasting time.

Disha Gupta



Great course to start an ecommerce career. The updates & support i receive from IIEC keeps me updated in my job.

Akanksha Dave



Course was embedded with excellent stuff and covers many other strategies. Very satisfied. Recommended course !

Rahul Kedia



It covers the importance of ecommerce management concepts.Its a great learning course & amazing work by IIEC.

Firoz Shaikh



Trainers have vast knowledge and all the concepts are explained in practical way. No doubt they are leaders in ecommerce industry.



E-COMMERCE COURSE

You Get Access To

ONLINE COURSE MATERIAL

Get access to 80+ hour Course contents which has pre recorded videos, ebooks, case studies, assignments.

BUSINESS MENTORSHIP

Get Lifetime Business Mentorship support to grow your business.

BENIFITS INCLUDE

- Real-world insights from industry experts
- 1-on-1 technical mentor
- Personal business coach & mentorship services

GET PLUG & PLAY BUSINESS

₹25,000

Pay up-front and save!

EMI OPTIONS

Starts from ₹1900 /month onwards

Select from our selected Credit card banks for
a flexible emi plan.

ENROLL NOW



Contact Us

Enrollment Advisors are here to help answer on Certified E-Commerce Professional® programs, policies, and the best pathway for you. If you are already enrolled in our CEP program and have specific questions or issues about your classroom, please contact info@iiec.edu.in



Reach Us

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Chat with us now

Talk to an advisor online
about our certification
programs.

Chat Now

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Indian Institute of E-Commerce Certification programs represent collaborations with our industry partners who help us develop our content and our industry partners also hire and provide freelance business projects to our program graduates which is subjected to company's interest. Indian Institute of E-Commerce is not a traditional accredited university & doesn't confer traditional degrees, The Course is offered 100% online through Learning Management System in www.iiec.edu.in and certification is provided by Indian Institute of E-Commerce.

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