INDIAN INSTITUTE OF E-COMMERCE ®

Syllabus

Certified Ecommerce Professional

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

Syllabus

Course 1 : Fundamentals of Ecommerce

Course 2 : Certified Ecommerce Web Developer

Course 3 : Certified Ecommerce Operations Manager

Course 4 : Certified Ecommerce Law Professional

Course 5 : Certified Dropshipping Expert

Course 6 : Certified Ecommerce & Global Trade Professional

Course 7 : Certified Ecommerce Security Manager

Course 8 : Certified Retail Ecommerce Executive

Course 9 : Certified Digital Marketing Professional

Course 10 : GST for Ecommerce

Course 11 : Certified Marketing Automation Expert

Course 12 : Certified Growth Hacking Expert

Course 13 : Certified SEO Strategy Professional

Course 14 : Certified Social Media Professional

Course 15 : Certified Content Development Expert

Course 16 : Certified Content Marketing Professional

Course 17 : Certified Affiliate Marketing Professional

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Course 1 : Fundamentals of Ecommerce

Learn the framework and become organised. in Ecommerce management. Start your Ecommerce journey with us and become job ready.

Chapter	Title	Description
1	**Introduction to Ecommerce**	Learn from the history of Ecommerce to the present trends and types of Ecommerce Business models.
2	**Online Shopping Process**	Understand elements such as Store Design, Buyer Behaviour, Payment Methods, Product Delivery , Ecommerce Advantages & Disadvantages
3	**Starting Your Own Ecommerce Store**	Learn Step by Step process to start your own Ecommerce Business with the below 5 steps.
4	**Profitable Product Selection**	Ecommerce category research, Marketplace data research, Find & solve problems, Selling products you have knowledge about.
5	**Analyse Ecommerce Market Opportunity**	Learn to analyse search keywords, Facebook Ads, Industry insights, & search engine trends.
6	**Target Customer Identification**	Successful Ecommerce stores target customers based on persona, & lifetime value estimation.
7	**Pricing Your Products**	Learn to calculate cost, look-up competitors pricing, MRP, Keystone pricing & setting up A/B testing for the right price.
8	**Ecommerce Idea Validation & Brand Positioning**	Understand the product niche, packaging, shipping, price calculation & product positioning.

Assignment 1 :

Paid project on niche selection.

Course 2 : Certified Ecommerce Web Developer

Learn to build the frontend of an ecommerce store from scratch all with your imagination without using coding or technical work with ongoing support from IIEC.

Chapter	Title	Description
1	**Choosing a Domain Name**	Learn how to create your Ecommerce store's identity by registering the perfect domain name.
2	**Understanding Site Design**	Learn to create better User Interface for an ecommerce store with contents that convert traffic into customers.
2	**Low Cost Web Development**	Learn how to create an ecommerce store practically with IIEC's recommended website builder tools for free.
2	**Best Hosting Service**	Understand the concept of hosting and learn how to analyse which hosting options are suitable for different ecommerce websites.
2	**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 .
2	**Publishing Your Ecommerce Webstore Online**	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.

Assignment 1 :

Development of fully functional ecommerce store with products & payment gateway.

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Course 3 : Certified Ecommerce Operations Manager

In this module, IIEC will teach you eCommerce Cashflow Management, Power of Affiliates, Selling Information, Payment Gateways, Shopping Cart Solutions, inventory Management, Logistics.

Chapter	Title	Description
1	**Understanding Cash Flow in Ecommerce**	Learn how cash flow mechanisms work in ecommerce and also learn how digital goods, professional services can be sold online.
2	**Power of Affiliate Networks For Ecommerce Sales**	Understand the terminologies in affiliate marketing & how affiliate programs work. We help you in finding the best affiliate marketing network which suits you.
3	**How to Sell Information Online**	Learn how to create an information product eg: how to create ebooks & how you can sell your ebook in various marketplaces.
4	**Payment Gateways**	Learn how payment mechanisms work in ecommerce webiste and also how to safeguard the payments received.
5	**Shopping Cart Solution**	Understand the banckend management of shopping cart & its features for customer in shopping cart. Learn how to promote shopping cart for your ecommerce store.
6	**Inventory Management**	Understand how to build inventory and be a low price stocking leader. Learn the iventory mechanisms used in ecommerce.
7	**Ecommerce Logistics & Order Fulfillment**	Learn about in-house order fulfillment and how to outsource the fulfillment process. Also understand how packaging & labelling works.

Assignment 1 :

Work with Amazon , Flipkart & Alibaba's seller account to manage order fulfillment & returns.

Course 4 : Certified Ecommerce Law Professional

This module teaches you how to incorporate a business, the laws and also the Intellectual Property Rights such as Copyright, Trademark & Patents to protect an Ecommerce Business model.

Chapter	Title	Description
1	**Business Laws**	Get a brief introduction to Business Laws and understand how to make an Ecommerce Business Legal
2	**Types of Business Incorporations**	Learn about different types of business incorporations involved in Ecommerce and the ways to make them legal.
3	**Intellectual Property Rights Of Your Ecommerce Business**	Learn about different intellectual properties in Ecommerce like Trademark, Copyright & Patents.
4	**Ecommerce Business Taxation**	Learn the basics of accounting,balance sheet & accounting software training.

Assignment 1 :

Assignment on intellectual property for a global trade commerce.

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Course 5 : Certified Dropshipping Expert

Learn why Dropshipping can be a profitable and exciting area for first-time entrepreneurs looking for a business to start.

Chapter	Title	Description
1	**Introduction to Dropshipping**	Get a brief introduction to dropshipping and the methodology used in dropshipping.
2	**Supply Chain & Fulfillment Process**	The supply chain and fulfillment process in dropshipping works way different from a general supply chain process. You will get hands-on practical explaination how the fulfillment works.
3	**Finding Suppliers & Wholesalers**	Understand how to find reliable suppliers and wholesalers who are into dropshipping.
4	**Profitable Product Selection**	Learn how to find and select a profitable product using IIEC expertise.
5	**Analysing Data Trends**	Understand how to analyse the data trends involved in dropshipping and how to take a decision accordingly .
6	**Dropshipping on Various Ecommerce Marketplaces**	Dropshipping has vast opportunities when marketed in various ecommerce markertplaces.We let you know the list of places to promote.
7	**Inventory Management & Order Fulfillment**	The dropshipping is simple process but involved with a little risk, We let you understand how to overcome that risk while fulfilling an order.
8	**National & International Shipping**	Understand how to ship nationally and internationally while you ship an dropshipping order, and get an overall view about the pros and cons of it.

Assignment 1 :

Connect with authorised manufacturer and complete a successful order fulfilment and share us the data.

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Course 6 : Ecommerce & Global Trade Professional

Learn to sell products in wholesale (B2B) globally and get a Professional Certification in "E-Commerce & Global Trade" from Indian Institute of E-Commerce and inttco Singapore (B2B Global Trade Company)

Chapter	Title	Description
1	**Introduction to International Trade**	Understand the basics of International Trade which include export,import basics.
2	**Understanding Cross Border Ecommerce**	Understand Crossborder, Traditional Crossborder And Domestic Trade & its Basic Requirements & also how to do Registration For Business & IEC.
3	**International Trade Process**	Understand the complete cycle of international trade process which includes how to import & how to export.
4	**Documentation Required for International Trade**	Learn about various documentation in international trade like Invoice,Bill of Lading,Airway Bill ,Certificate of Origin ,Shipping Bill ,Bill of Entry.
5	**Custom Clearance Procedure**	The most critical step in international trade is Custom Clearance Procedures.Learn about custom clearance procedures for export & import.
6	**Banking & Payment Mechanism**	Get the real-time regulations for Imports & Exports of both RBI & Bank and learn about the payments related to it.
7	**Shipping & Logistics**	Understand the shipping & logistics which includes Inco Terms,Sea Freight,Containerization.
8	**International Market Analysis**	Get a complete guide on International Market Analysis and Blue Ocean Strategy.

Assignment 1 :

Nurture a B2B lead on a given wholesale product.

Course 7 : Certified Ecommerce Security Manager

Learn about the top eCommerce Store's Security & customer Frauds, developing ecommerce security planning, making the store hack proof and more

Chapter	Title	Description
1	**Introduction to Ecommerce Security Management**	Understand the concept of Ecommerce security & the terminologies associated with it.
2	**Ecommerce Store Security & Customer Frauds**	Learn how to protect your Ecommerce store users ,how to stay away from Chargebacks ,Privacy Policy for Your Ecommerce Store, SSL Security ,Trust Seals.
3	**Ecommerce Information Security Planning**	Learn about planning the strategy,Writing Ecommerce Security Policy,analysing security risks. Get access to Ecommerce Inventory Assessment HandBook.
4	**Making Your Ecommerce Store Hack Proof**	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.

Assignment 1 :

Create a security document based on the given input by Indian Institute of e-commerce

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Course 8 : Certified Retail Ecommerce Executive

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.

Chapter	Title	Description
1	**Introduction to Digital Transformation**	Get an overall view of retail market and online market and how a retail store can go online.
2	**Online Business Platforms**	Learn the steps involved to take any retail store online and how to run a fully functional E-Commerce store.
3	**Entering From Retail to Online**	Understand the advantages of running a fully operational E-Commerce store, customisation of yourstore, controlling customer information.
4	**Ecommerce Marketplaces**	Learn how to market a retail store in various marketplaces & how to get marketing and advertising support from the marketplace
5	**Selling on Social Media Network**	Understand advantages & disadvantages associated with selling on social media network.
6	**Designing**	Learn how to design your sales page on E-Commerce marketplace, and how to start Social Commerce.
7	**Optimising Product Page**	Learn about product photography,angle of taking the Photos ,Photo Background ,Photography Equipments , and how to choose description & social proofs.
8	**Retail to Online Store's User Experience**	Learn about In-Store Online Transaction ,and understand about a practical casestudy : Open Source Digital Technology.

Assignment 1 :

Analyse the given off-line stores business model and suggest steps to transform it digitally

Course 9 : Certified Digital Marketing Professional

Practically understand Digital Marketing Strategies, learn to focus on every step of your customer, thinking like a CEO, Story Telling, Digital Marketing Tools

Chapter	Title	Description
1	**Fundamentals of Digital Marketing**	Learn about the introduction of Digital marketing concepts with real-time examples.
2	**Understanding Customer Persona**	IIEC will help you learn how to develop persona of your customers by creating a conversion funnel for your E Commerce store.
3	**Developing Digital Marketing Framework**	Connect the dots by learning Core Digital marketing Goals,Digital marketing Framework Development , Consumer Purchase cycle.
4	**Digital Brand Awareness**	Understand the concepts of story telling for digital brand awareness ,brand story telling,Company's message architecture of your offline and online pressure.
5	**Digital Marketing Tools used in Ecommerce**	Learn about email marketing tool ,marketing automation tool ,social media & analytics tool,user engagement tool ,search engine optimisation tool,competitor research tool.
6	**Keeping Your Company in Ecommerce Trend**	Learn how to use RSS Content Aggregator, Content Explorer Tool ,Question Answer Sites for digital marketing , Content Flipping & Social media listening.

Assignment 1 :

Build 30 days digital marketing plan for the given e-commerce product for a selected demographic and geography

Course 10 : GST for Ecommerce

Learn the Recent Update on GST and The Impact of GST on E-Commerce Businesses, Get thorough understanding of the GST tax regime and will be "GST Ready" for the coming future

Chapter	Title	Description
1	**Introduction to GST for Ecommerce**	Learn all about Goods & Service Tax and its impact on ecommerce industry in India.
2	**Problems before GST**	In this chapter, learn about VAT , CST & Entry Tax with Ecommerce & the reason to introduce GST.
3	**Features of GST**	Learn difference & impact of CGST, SGST & Inter state transactions & IGST mechanism.
4	**Register for GST**	Learn how to register for GST for your ecommerce store by yourself or register using GSP's.
5	**Filing GST Returns**	Understand GSTR1 to GSTR11 which includes purchases, sales, output GST, input tax credit on an ecommerce store's financial transactions.
6	**Claiming GST Credit**	Understand how to claim input tax credit [ITC] which allows you to claim the tax paid on the business expenses.

Assignment 1 :

Create a data sheet and share us the GST percentage which is applicable for sample inventory is on a B2C e-commerce store

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Course 11 : Certified Marketing Automation Expert

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

Chapter	Title	Description
1	**Automation Bots for your Ecommerce Marketing Strategy**	Learn to use various automation tool to boost your ecommerce stores presence to your prospective customers.
2	**Automating Interaction with your Website Visitors**	Learn how you can have a 24x7 live chat agent in your ecommerce store without need of human intervence.
3	**Automating Marketing Research**	Learn how to use various online bots to give you competitors analytics to create your own marketing strategy.
4	**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.
5	**User Experience Automation**	Learn to create and automate personalised marketing contents customised with your user base
6	**Automating Social Media Messaging**	Automated communication in 50+ social media networks including Facebook Twitter LinkedIn Instagram in the most effective way.
7	**Automating Team Management**	Managing remote team requires a lot of communication, learn to use automation bots to create effective team communication.
8	**Automating Sales of your Products**	Automate your sales using marketing automation.

Assignment 1 :

On the given database of prospective customers create campaigns to reach out using multiple suggested channels and share the Google analytics results using the short link

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Course 12 : Certfied Growth Hacking Expert

Learn what strategies make Uber, Airbnb and top e-commerce startups an billion dollar business. Learn the marketing hacks and growth secrets today.

Chapter	Title	Description
1	**Introduction to Growth Hacking**	Learn to scale up e-commerce product sales using low-cost and highly profitable viral marketing strategies that works today.
2	**Understanding the profile of a growth hacker**	Learn the non-conventional ways of reaching out to your end-users to win from your competitors in the marketing game
3	**The Growth Hacking Process**	Get our case studies of successful growth hacking processes, learn to implement by yourself.
4	**The Growth Hacker Funnel**	Learn how to convert visitors to members and retain your members into paid customers as long as possible.
5	**Push & Pull Tactics in Growth Hacking**	Learn to engage new users and re-target them using search engine optimisation, user experience and gorilla marketing.
6	**Product Tactics for Getting Visitors**	Learn secret strategies of successful e-commerce companies like Uber, Airbnb on how they are growing traffic of new visitors
7	**How to Retain Users**	Get access to free software tools to help you understand post sale engagement for your e-commerce store.
8	**Tools & Terminology in Growth Hacking**	Various software tools which can help you to engage users and increase your presence.

Assignment 1 :

Analyse the traffic flow of an ecommerce store and suggest ways to increase its traffic leads and sales

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Course 13 : Certified SEO Strategy Professional

Get the best-in class hands-on practice on all the industry-related SEO tools and applications to get Product Pages to Rank #1 on Google, Learn SEO that works for E-Commerce Stores.

Chapter	Title	Description
1	**Introduction to Search Engine Optimization**	Understand how search engines work and how search engine optimization takes place.
2	**On-page & Off-page SEO**	Learn the basics of off-page & on-page SEO and practice on real time software to get results.
3	**Blackhat SEO Vs White Hat SEO**	Understand black hat and white seo and how to implement white hat SEO in your website to get organic search results.
4	**Keyword Research & Link Building**	Understand how keywords work in search engine optimization,and how to include meta keywords, description, link building in your webiste.
5	**How Google Ranks Content**	Learn the complete infrastructure of Google's search engine optimization & work for your website accordingly.
6	**Indexation & Accessibility**	Indexing plays a vital role in search engines. Understand in and out of indexing and accessibility of search engines.
7	**Site Speed & Performance**	The ecommerce website loading speed & performance plays a major role to decide your site ranking. Learn how to optimize both and what startegies should be implemented.
8	**SEO Tools**	Get access to SEO tools to practice and get real time results.

Assignment 1 :

For newly launched e-commerce store, create the competitors keyword research report and share the SEO plan

Course 14 : Certified Social Media Professional

Understand the basics of Youtube, Facebook, Google+, Twitter, Instagram and blogging.Use social media not just for marketing, but for customer services & PR.

Chapter	Title	Description
1	**Introduction to Social Media**	Learn to market your e-commerce product page in more than 50 social media channels with our recommended tools.
2	**Social Media Best Practices**	Every social media network has its own way of marketing. Learn the best practises used by different social media networks to promote your products.
3	**Social Media Metrics & ROI**	Learn how to check the metrics and measure the return on investment on social media networks and learn how to form a strategy based on the metrics.
4	**Finding the Right Social Media Network**	The target audience of your website and the users of a particular social media network should be matched to get the best results when promoted. Learn how to find the right social media network.
5	**Facebook & Twitter Marketing**	Learn Facebook and Twitter marketing from basic to advanced and practice to get the best results.
6	**Google + & Linkedin Marketing**	Learn Google+ and LinkedIn marketing by our experts and understand how these networks can be utilised for the marketing campaigns.
7	**Youtube & Pinterest Marketing**	YouTube and Pinterest have a different approach to market a product. Learn how to promote in these channels and get the maximum return.
8	**Ecommerce Idea Validation & Brand Positioning**	Brand position of an e-commerce website depends on various factors. Learn which factors work better for any e-commerce website and how to implement them

Assignment 1 :

Share the report on social media sharing using X creative is given by Indian Institute of e-commerce

Course 15 : Certified Content Development Expert

Learn to develop over 42 different types of Audio, Visual & Text contents that can help your products to get sold online. Get Tools & Software to Practice content development.

Chapter	Title	Description
1	**Introduction to Content Development**	Learn how to create e-books white papers case studies infographics all around your ecommerce products.
2	**Content Development in Pinterest**	Learn various strategies to create effective visual content such as banners photographs infographics for Pinterest users
3	**Content Development in Linkedin**	Create audio visual and text to target your industry professionals, reach out using LinkedIn post videos and inmails.
4	**Content Development in Twitter**	Learn best strategy is to write your information within 160 characters limit which can go viral and give you new twitter followers.
5	**Content Development in Facebook**	Learn to create various formats of visual content for Facebook to reach out audience at different time to get results
6	**Creating Customer Targeted Content Development**	Understanding your customers persona your content needs to be customised, in this module learn how to create personalised content.
7	**Creating Inbound Public Reations Content**	Reaching out to global audience is not an easy task in this video lecture learn about how to engage your brand using online news contents.

Assignment 1 :

Create various formats of audio visual and text advertise meant in marketing content for the given scenario.

Course 16 : Certified Content Marketing Professional

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

Chapter	Title	Description
1	**Creating Compelling Marketing Content**	This lecture will help you understand how to create an affective sales presentation to make your customers buy products.
2	**Creating an Effective Content Marketing Strategy**	For every e-commerce store marketing strategies different learn what strategy suits for your e-commerce store.
3	**Creating Appropriate Content Guidelines**	Learn to build framework around marketing videos, Banners & text Ad contents keeping the e-commerce stores brand identity in mind.
4	**Identifying Promotional Opportunities**	Learn various promotional channels locally and globally to generate traffic leads and sales for the e-commerce store's product promotion.
5	**Content for Different Audience Segment**	Learn the behaviour of your audience to grow your e-commerce store
6	**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.
7	**Finding Industry Influencers**	Learn how to find, connect, engage niche channels in various social media an independent blogs for effective content marketing

Assignment 1 :

Create a content marketing plan for the given retail product to be sold exclusively in social media

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Course 17 : Certified Affiliate Marketing Professional

Learn how creating affiliates around you can provide a steady stream of income for your ecommerce store. Learn different of CPA, CPC, CPM & CPV campaigns for an effective affiliate marketing.

Chapter	Title	Description
1	**Introduction to Affiliate Marketing**	Understand the terminology involved in affiliate marketing and how affiliate marketing works.
2	**Affiliate Marketing Strategies**	Learn how to do affiliate marketing with different proven strategies by IIEC.
3	**Affiliate Marketing Paradigms**	An affiliate marketing has a fixed structure which is followed by companies. Learn how the entire structure works.
4	**Effective Promotional Strategies**	Learn which is the effective promotional strategy to work for a particular product of an e-commerce store
5	**Analyse Ecommerce Market Opportunity**	With the recommended IIEC tools learn how to analyse e-commerce market opportunities and how to include them in your e-commerce website.
6	**Choosing the Best Affiliate Niche**	Out of lakhs of product categories in the e-commerce industry learn how to choose the best affiliate niche which suits your needs.
7	**Pros & Cons of Major Affiiiate Sites**	Understand the advantages and disadvantages associated with the major affiliate sites and how to take precautions.
8	**Affiliate Marketing Resources**	Get resources from IIEC to learn & to succeed in affiliate marketing.

Assignment 1 :

For a given information product reach out to recommended affiliate networks and engage them on a performance based affiliate marketing