



**e-Rozgaar Center**  
**Institute of Education and Research**  
**University of the Punjab**  
**Lahore**



<b>Program: Certificate in e-Commerce</b>	
<b>Course Title:</b> e-Commerce	<b>Course Type:</b> e-Commerce
<b>Duration:</b> 3 Months	
<b>Prerequisite</b>	BA/BSc/BCom/BS or equivalent qualification and above. Proficient in the English language.
<b>Introduction</b>	The purpose of this course is to give the students a basic understanding of e-Commerce targeted at beginners. The primary goal of e-commerce is to reach maximum customers at the right time to increase sales and profitability of the business. Functions of e-commerce include buying and selling goods and transmitting funds or data over the internet.
<b>Learning Objectives</b>	By the end of this course, you will be able to describe and apply current best practices and conventions in e-commerce. Skills you will develop: <ul style="list-style-type: none"><li>● Business</li><li>● e-Commerce</li><li>● Marketing</li><li>● Shopify</li> <li>● Learn about freelancing and different online websites for freelancing.<ul style="list-style-type: none"><li>○ Fiverr</li><li>○ Upwork</li><li>○ Freelancer.com</li></ul></li><li>● Be able to optimize their profile and get projects on freelancing websites.</li></ul>
<b>Course Contents</b>	<b>1. Topic &amp; Contents</b> <ol style="list-style-type: none"><li>1.1. Selling Skills Related to e-Commerce on Freelancing Platform</li><li>1.2. Setting up a local e-Commerce Store</li><li>1.3. e-Commerce Store Marketing through Social Media Marketing</li><li>1.4. Drop shipping is a business model in which e-commerce entrepreneurs sell products without having to carry any inventory</li><li>1.5. Shopify Store</li><li>1.6. Shopify is an e-commerce platform that you can use to build your store both online and offline. Bloggers use WordPress</li><li>1.7. Amazon VA</li><li>1.8. In Amazon terms, a Virtual Assistant (VA) is someone who works remotely in your Amazon business.</li><li>1.9. They can either be employed full-time, part-time or on a casual (e.g., per task) basis. There are many tasks a VA can do, from admin to content creation, product sourcing and whatever your creativity stretches to.</li><li>1.10. Drop-shipping Store</li></ol> <b>2. Introduction to Freelancing</b> <ol style="list-style-type: none"><li>2.1. What is freelancing</li><li>2.2. How to start Freelancing</li><li>2.3. Different freelancing Websites</li><li>2.4. Introduction to Fiverr</li><li>2.5. How to Create a GIG in Fiverr</li><li>2.6. Create Fiver Profile</li><li>2.7. Create Fiverr GIG</li><li>2.8. Assignment</li></ol>

	<p><b>3. Create Quick Wireframes</b></p> <p><b>4. Freelancing Topic</b></p> <p>4.1. Optimizing Fiverr Gigs</p> <p>4.2. Introduction to Freelancer.com</p> <p>4.3. Creating Profile in Freelancer.com</p> <p>4.4. Creating Profile in Upwork.com</p> <p>4.5. Writing a Cover letter</p> <p>4.6. How to bid on projects</p> <p>4.7. Different tools in Freelancing</p> <p>4.8. Project Delivery and Deadlines</p> <p>4.9. Art of Upselling</p> <p>4.10. LinkedIn Profile optimization</p> <p>4.11. How to win direct clients</p> <p>4.12. Creating profile in PeoplePerHour.com</p>
<b>Textbooks</b>	<ul style="list-style-type: none"> <li>● e-Business and e-Commerce Management</li> </ul>
<b>Suggested Reading</b>	<ul style="list-style-type: none"> <li>● Don't Make Me Think Revisited</li> <li>● Best for Beginners: Launch</li> <li>● The Start-up Owner's Manual</li> </ul>
<b>Teaching/Learning Strategies</b>	<ul style="list-style-type: none"> <li>● Lectures</li> <li>● Class discussion on all topics</li> <li>● PowerPoint Slides</li> <li>● Hands-on Practice</li> </ul>
<b>Course Activities</b>	<ul style="list-style-type: none"> <li>● Quizzes</li> <li>● Assignments</li> <li>● Projects</li> <li>● Daily Hands-on Practice</li> </ul>
<b>Evaluation Criteria</b>	<p><b>Assignments will be submitted on the Google Classroom portal for assessment.</b></p> <p>Late assignments will not be accepted.</p> <p>Grades are weighted according to the following scale:</p> <p>20%-- Quizzes</p> <p>30%-- Mid</p> <p>20%-- Project</p> <p>30%-- Final Evaluation</p> <p>100%-- Total</p>
<b>Training Mode</b>	Physical-Face to Face
<b>Fee</b>	Rs. 19,000/- Course Fee Rs. 1,000/- Registration Fee