Government of Pakistan

National Vocational and Technical Training Commission

Prime Minister's Youth Skills Development Program (PMYSDP)

"Skills for All"

Course Contents / Lesson Plan
Course Title: E Commerce
Duration: 3 Months

Revised Edition

Trainer Name	
Author Name	**Zeshan Iqbal Bela** **CEO | Ez Solutions** **Lahore**
Course Title	**E Commerce**
Objectives and Expectations	**Employable skills and hands-on practice in E Commerce** This is a special course designed to address unemployment in the youth. The course aims to achieve the above objective through hands on practical training delivery by a team of dedicated professionals having rich market/work experience. This course is therefore not just for developing a theoretical understanding/back ground of the trainees. Contrary to that, it is primarily aimed at equipping the trainees to perform commercially in a market space in independent capacity or as a member of a team. The course therefore is designed to impart not only technical skills but also soft skills (i.e. interpersonal/communication skills; personal grooming of the trainees etc.) as well as entrepreneurial skills (i.e. marketing skills; free lancing etc.). The course also seeks to inculcate work ethics to foster better citizenship in general and improve the image of Pakistani work force in particular. **Main Expectations:** In short, the course under reference should be delivered by professional instructors in such a robust hands-on manner that the trainees are comfortably able to employ their skills for earning money (through wage/self-employment) at its conclusion. This course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market-centric approach will be adopted as the main driving force while delivering it. The instructors should therefore be experienced enough to be able to identify the training needs for the possible market roles available out there. Moreover, they should also know the strengths and weaknesses of each trainee to prepare them for such market roles during/after the training. i. Specially designed practical tasks to be performed by the trainees have been included in the Annexure-I to this document. The record of all tasks performed individually or in groups must be preserved by the management of the training Institute clearly labeling name, trade, session, etc. so that these are ready to be physically inspected/verified through monitoring visits from time to time. The weekly distribution of tasks has also been indicated in the weekly lesson plan given in this document. ii. To materialize the main expectations, a special module on **Job Search & Entrepreneurial Skills** has been included in the latter part of this course (5th & 6th month) through which, the trainees will be made aware of the Job search techniques in the local as well as international job markets (Gulf countries). Awareness around the visa process and

immigration laws of the most favored labor destination countries also form a part of this module. Moreover, the trainees would also be encouraged to venture into self-employment and exposed to the main requirements in this regard.   It is also expected that a sense of civic duties/roles and responsibilities will also be inculcated in the trainees to make them responsible citizens of the country.

iii. A module on **Work Place Ethics** has also been included to highlight the importance of good and positive behavior in the workplace in the line with the best practices elsewhere in the world. An outline of such qualities has been given in the Appendix to this document. Its importance should be conveyed in a format that is attractive and interesting for the trainees such as through PPT slides +short video documentaries. Needless to say that if the training provider puts his heart and soul into these otherwise non-technical components, the image of the Pakistani workforce would undergo a positive transformation in the local as well as international job markets.

To maintain interest and motivation of the trainees throughout the course, modern techniques such as:

• Motivational Lectures
• Success Stories
• Case Studies

These techniques would be employed as an additional training tool wherever possible (these are explained in the subsequent section on Training Methodology).

Lastly, evaluation of the competencies acquired by the trainees will be done objectively at various stages of the training and a proper record of the same will be maintained. Suffice to say that for such evaluations, practical tasks would be designed by the training providers to gauge the problem-solving abilities of the trainees.

(i)   Motivational Lectures

The proposed methodology for the training under reference employs motivation as a tool. Hence besides the purely technical content, a trainer is required to include elements of motivation in his/her lecture. To inspire the trainees to utilize the training opportunity to the full and strive towards professional excellence. Motivational lectures may also include general topics such as the importance of moral values and civic role & responsibilities as a Pakistani. A motivational lecture should be delivered with enough zeal to produce a deep impact on the trainees. It may comprise of the following:

• Clear Purpose to convey the message to trainees effectively.
• Personal Story to quote as an example to follow.
• Trainees Fit so that the situation is actionable by trainees and not represent a just idealism.
• Ending Points to persuade the trainees on changing themselves.

A good motivational lecture should help drive creativity, curiosity, and spark the desire needed for trainees to want to learn more.

The impact of a successful motivational strategy is amongst others commonly visible in increased class participation ratios. It increases the trainees' willingness to be engaged on the practical tasks for a longer time without boredom and loss of interest because they can see in their mind's eye where their hard work would take them in short (1-3 years); medium (3 -10 years) and long term (more than 10 years).

As this tool is expected that the training providers would make arrangements for regular well planned motivational lectures as part of a coordinated strategy interspersed throughout the training period as suggested in the weekly lesson plans in this document.
Course-related motivational lectures online link is available in **Annexure-II**.

(ii) Success Stories
Another effective way of motivating the trainees is using Success Stories. Its inclusion in the weekly lesson plan at regular intervals has been recommended till the end of the training.
A success story may be disseminated orally, through a presentation, or using a video/documentary of someone that has risen to fortune, acclaim, or brilliant achievement. A success story shows how a person achieved his goal through hard work, dedication, and devotion. An inspiring success story contains compelling and significant facts articulated clearly and easily comprehendible words. Moreover, it is helpful if it is assumed that the reader/listener knows nothing of what is being revealed. The optimum impact is created when the story is revealed in the form of:-

- Directly in person (At least 2-3 cases must be arranged by the training institute)
- Through an audio/ videotaped message (2-3 high-quality videos must be arranged by the training institute)

It is expected that the training provider would collect relevant high-quality success stories for inclusion in the training as suggested in the weekly lesson plan given in this document.
The suggestive structure and sequence of a sample success story and its various shapes can be seen in **Annexure III**.

(iii) Case Studies
Where a situation allows, case studies can also be presented to the trainees to widen their understanding of the real-life specific problem/situation and to explore the solutions.

In simple terms, the case study method of teaching uses a real-life case example/a typical case to demonstrate a phenomenon in action and explain theoretical as well as practical aspects of the knowledge related to the same. It is an effective way to help the trainees comprehend in depth both the theoretical and practical aspects of the complex phenomenon in depth with ease. Case teaching can also stimulate the trainees to participate in discussions and thereby boost their confidence. It also makes the classroom atmosphere interesting thus maintaining the trainee interest in training till the end of the course.

	Depending on suitability to the trade, the weekly lesson plan in this document may suggest case studies be presented to the trainees. The trainer may adopt a PowerPoint presentation or video format for such case studies whichever is deemed suitable but only those cases must be selected that are relevant and of a learning value. The Trainees should be required and supervised to carefully analyze the cases. For this purpose, they must be encouraged to inquire and collect specific information/data, actively participate in the discussions, and intended solutions to the problem/situation. Case studies can be implemented in the following ways: - i. A good quality trade-specific documentary (At least 2-3 documentaries must be arranged by the training institute) ii. Health &Safety case studies (2 cases regarding safety and industrial accidents must be arranged by the training institute) iii. Field visits(At least one visit to a trade-specific major industry/ site must be arranged by the training institute)
Entry-level of trainees	For an advanced course of E Commerce proposed entry level is minimum bachelors in relevant subject, so expectations from the trainees are: • Have knowledge of basic marketing Concepts • Have concept of Computer system • Having a knowledge of basic internet
Learning Outcomes of the course	By the end of this course, students will be able to: 1. Define E Commerce and differentiate between conventional **commerce** and e Commerce with pros and cons. 2. Define types of e Commerce business models with popular examples. 3. Define dropshipping, affiliate and MLM ecommerce models. 4. Explore top e-Commerce marketplaces. 5. Explore and manage DARAZ seller account. 6. Explore and manage Amazon seller account (with Pakistani ID). 7. Setup, design and customize Shopify store. 8. Setup, design and customize WooCommerce store. 9. Manage product hunting, sourcing, listing and marketing for local e Commerce 10. Manage operations and logistics for local e Commerce. 11. Manage Digital Marketing for local e Commerce. 12. Launch an online store with at least 5 winning products. 13. Create Freelancing Proficiency on Digital Platforms
Course Execution Plan	The total duration of the course: **4 months (16 Weeks)** Class hours: **4 hours per day** Theory: **20%** Practical: **80%** Weekly hours: **20 hours per week** Total contact hours: **260 hours**

Companies offering jobs in the respective trade	• Healthcare: The healthcare industry is using E Commerce to improve patient care and increase efficiency. Medical device companies, hospitals, and research institutions are all looking for individuals with E Commerce skills to help them develop and implement new technologies. • Manufacturing: E Commerce is being used in manufacturing to automate processes and increase efficiency. Companies such as Ford, General Motors, and Toyota are investing heavily in E Commerce and are looking for individuals with the necessary skills to help them develop and maintain their web portals. • Finance: The finance industry is using E Commerce to sell their services on the internet. Banks, insurance companies, and investment firms are all looking for individuals with e Commerce skills to help them improve their services and increase profits. • Agriculture: E Commerce is being used in agriculture to automate tasks such as planting, harvesting, and monitoring crops. Companies such as John Deere and Monsanto are investing in online store and are looking for individuals with the necessary skills to help them develop and implement new systems.
Job Opportunities	• E Commerce Marketer • E Commerce Manager • Online Store Manager • E Commerce Virtual Assistant • Shopify/DARAZ dashboard manager
No of Students	25
Learning Place	Classroom / Lab
Instructional Resources	1. WordPress Customization with Porto Theme For E Commerce - Urdu/Hindi: https://www.youtube.com/watch?v=ju2QKM7Jdc4 This is another WordPress Customization video. In this video i have explained about, how you can customize WordPress Website with Porto Theme and E commerce demo. 2. Zeshan Bela	Author's Channel for related Web/Software Developments: https://www.youtube.com/@zeshanbela This youtube channel provides updated knowledge on full stack development, e commerce and digital marketing. 3. Mern stack Ecommerce App Lets Build And Deploy Mern Stack Project full-stack development: https://youtu.be/A_-fn_ij59c?si=w2O9ei3e4I7zwvVZ In this MERN stack tutorial, we'll walk you through the process of building a full-stack web application using MongoDB, Express, React,

and Node.js. You'll learn how to build a responsive and dynamic user interface with React, create a back-end API with Express and Node.js, and store data in a NoSQL database with MongoDB. This step-by-step web development tutorial is perfect for beginners who want to learn how to build full-stack web applications from scratch. By the end of this video, you'll have a solid understanding of the MERN stack and be ready to take your web development skills to the next level

4. Introduction to MERN stack | Complete React Course:
https://youtu.be/YhJ-IPiCfyc?si=wJqZgecf2gCIMWd0

In this react course, we will see how to learn react using projects.This is going to be a project-based course full of real-world react projects

5. Trainings and Workshops by Ez Solutions:
https://www.ezsols.com/trainings

From Ez Solutions, you can have free trainings and workshop on the full stack development in Lahore, Pakistan.

MODULES

Scheduled Weeks	Module Title	Days	Hours	Learning Units	Home Assignment
Week 1	**Overview of E Commerce**	**Day 1**	**Hour 1**	Overview of the ecommerce industry (Pakistan Vs Global)	
			Hour 2	Advantages and disadvantages of ecommerce	
			Hour 3 and 4	Types of ecommerce businesses Popular ecommerce business models Overview of the ecommerce technology stack	
		Day 2	**Hour 1**	Define e commerce marketplace. Features and benefits of different ecommerce platforms (local vs global)	• **Task 1** *Details may be seen at Annexure-I*
			Hour 2	Choosing the right ecommerce platform for your business Integration of third party services with ecommerce platforms	
			Hour 3 & 4	Define the importance of payment gateways (local and global) Exploring ecommerce software tools and services.	

		Day 3	Hour 1 & 2	Define the importance of shipment/courier management gateways	
			Hour 3 & 4	Define the importance of inventory, pricing and tax management	
		Day 4	Hour 1 & 2	Define Marketing mix – 4 Ps and 4 Cs (4Ps-Product, Price, Place, Promotion) (4Cs – Customer, Cost, Convenience, Communication)	
			Hour 3 & 4	Define SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)	
		Day 5	Hour 1 to 4	Define dropshipping, affiliate and MLM business models.	

Week 2	Setup, design and customize DARAZ seller account	Day 1	Hour 1 & 2	Introduction to DARAZ as an e-commerce platform. Overview of the benefits of becoming a seller on DARAZ. Step-by-step guidance on creating a seller account on DARAZ. Explanation of the account verification process and required documentation.	
			Hour 3 & 4	Practical walkthrough: Create DARAZ seller account. Guidance and support for account verification and document submission.	• **Task 3** _Details may be seen at Annexure-I_
		Day 2	Hour 1 & 2	Introduction to the seller dashboard's interface and functionalities. Overview of various sections and tools available to sellers.	
			Hour 3 & 4	Detailed exploration of order management features within the dashboard. Understanding seller performance metrics and their importance. Hands-on practice: Navigating through the seller dashboard. Engage in exercises to	

				manage mock orders and review performance metrics.	
		Day 3	Hour 1 & 2	Guidelines for creating effective product listings on DARAZ. Best practices for product titles, descriptions, and images.	
			Hour 3 & 4	Practical demonstration: How to optimize product details, pricing, and inventory management. Interactive activity: Create sample product listings on the account. Review and feedback on the product listings created during the session.	
		Day 4	Hour 1 & 2	Exploring options for customizing the seller's storefront on DARAZ. Guidance on personalizing the storefront to reflect brand identity.	
			Hour 3 & 4	Practical demonstration: Adding banners, logos, and visual elements for a professional look. Hands-on activity: Work on customizing the seller storefronts. Troubleshooting and assistance provided as	

				needed.	
		Day 5	**Hour 1**	Overview of marketing tools available to sellers on DARAZ. Explanation of promotional campaigns, discounts, and sponsored products.	
			Hour 2	Strategies for providing excellent customer service on DARAZ. Handling inquiries and managing orders effectively.	
			Hour 3 & 4	Role-playing exercise: Engage in simulated customer service scenarios. Review and discussion of effective marketing strategies on DARAZ.	
Week 3	**Explore and manage Amazon seller account (with Pakistani ID)**	**Day 1**	**Hour 1 & 2**	Introduction to Amazon as an e-commerce platform. Overview of the benefits of becoming a seller on Amazon. Understanding the different types of seller accounts on Amazon. Requirements and guidelines for Pakistani ID holders to create an Amazon seller account.	• **Task 3** *Details may be seen at Annexure-I*

				Hour 3 & 4	Practical demonstration: Step-by-step process on setting up an Amazon seller account with a Pakistani ID. Explanation of the verification process and necessary documentation.	
			Day 2	Hour 1 & 2	Introduction to the Amazon Seller Central dashboard and its functionalities. Overview of different sections and tools available to sellers.	
				Hour 3 & 4	Understanding order management features within the Seller Central. Exploring seller performance metrics and their significance. Hands-on practice: Navigate through the Seller Central dashboard. Exercises to manage mock orders and review performance metrics.	
			Day 3	Hour 1 & 2	Guidelines for creating compelling product listings on Amazon. Best practices for product titles, descriptions, and images. Practical demonstration: Optimizing product details, pricing, and inventory management.	

			Hour 3 & 4	Interactive activity: Create sample product listings using the Amazon seller accounts. Review and feedback on the created product listings.	
		Day 4	Hour 1 & 2	Exploring options for customizing the Amazon seller storefront. Guidance on branding and personalizing the storefront to reflect the brand identity. Practical demonstration: Adding logos, banners, and visual elements for a professional storefront.	
			Hour 3 & 4	Exploring options for customizing the Amazon seller storefront. Guidance on branding and personalizing the storefront to reflect the brand identity.	
		Day 5	Hour 1 & 2	Overview of marketing tools available to Amazon sellers. Explanation of promotional campaigns, discounts, and sponsored products.	
			Hour 3 & 4	Strategies for providing excellent customer service on Amazon. Handling inquiries and managing orders effectively. Role-playing exercise: Engage in simulated customer service scenarios. Review and discussion of effective marketing	

Week 4	Setup, Design and Customize Shopify Store	Day 1	Hour 1 & 2	Introduction to Shopify as an e-commerce platform. Understanding the benefits of using Shopify for online stores. Step-by-step process on setting up a Shopify account. Explanation of account settings and preferences.	
			Hour 3 & 4	Practical walkthrough: Create a Shopify store. Guidance on domain setup, store naming, and basic configurations.	• **Task 4** *Details may be seen at Annexure-I*
		Day 2	Hour 1 & 2	Introduction to the Shopify admin dashboard and its functionalities. Overview of different sections and tools available for store management. Exploring product management features within Shopify. Understanding collections, variants, and inventory management.	
			Hour 3 & 4	Hands-on practice: Navigate through the Shopify dashboard. Exercises to add products, create collections, and manage inventory.	

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		Day 3	Hour 1 & 2	Exploring Shopify's themes and customization options. Understanding the basics of theme selection and installation. Practical demonstration: Customizing themes, layouts, and colors. Adding and arranging sections for a personalized storefront.	
			Hour 3 & 4	Hands-on activity: Work on customizing the Shopify store themes. Troubleshooting and assistance provided as needed.	
		Day 4	Hour 1 & 2	Guidelines for creating compelling product listings on Shopify. Best practices for product titles, descriptions, and images. Practical demonstration: Optimizing product details, pricing, and SEO.	
			Hour 3 & 4	Interactive activity: Create sample product listings in their Shopify stores. Review and feedback on the created product listings.	
		Day 5	Hour 1 & 2	Overview of marketing tools available on Shopify. Exploring apps for marketing, sales, and customer engagement.	

Week	Topic	Day	Hour	Content	Task
			Hour 3 & 4	Strategies for driving traffic and sales using Shopify marketing features. Understanding discount codes, promotions, and email marketing. Practical application: Explore and install relevant apps for their stores. Discussion on effective marketing strategies and app integration.	
Week 5	**Setup, design and customize WooCommerce store**	**Day 1**	**Hour 1 & 2**	Introduction to WooCommerce as an e-commerce platform. Understanding the advantages of using WooCommerce for online stores Step-by-step process on setting up a WooCommerce store. Explanation of account creation, installation, and initial configurations..	• **Task 5** *Details may be seen at Annexure-I*
			Hour 3 & 4	Practical walkthrough: Create their WooCommerce stores. Guidance on domain setup, store naming, and basic settings.	
		Day 2	**Hour 1 & 2**	Introduction to the WooCommerce admin dashboard and its functionalities. Overview of different sections and tools available for store management.	

				Exploring product management features within WooCommerce. Understanding product types, categories, and inventory management.	
			Hour 3 & 4	Hands-on practice: Navigate through the WooCommerce dashboard. Exercises to add products, create categories, and manage inventory.	
		Day 3	Hour 1 & 2	Exploring WooCommerce themes and customization options. Understanding the basics of theme selection and installation. Practical demonstration: Customizing themes, layouts, and colors. Adding and arranging elements for a personalized storefront.	
			Hour 3 & 4	Hands-on activity: Work on customizing the WooCommerce store themes. Troubleshooting and assistance provided as needed.	
		Day 4	Hour 1 & 2	Guidelines for creating effective product listings on WooCommerce. Best practices for product titles, descriptions, and images. Practical demonstration: Optimizing product details, pricing, and SEO.	

				Hour 3 & 4	Interactive activity: Create sample product listings in their WooCommerce stores. Review and feedback on the created product listings	
			Day 5	Hour 1 & 2	Overview of marketing tools available in WooCommerce. Exploring extensions for marketing, sales, and customer engagement. Strategies for driving traffic and sales using WooCommerce marketing features. Understanding discounts, promotions, and email marketing.	
				Hour 3 & 4	Practical application: Explore and install relevant extensions for their stores. Discussion on effective marketing strategies and extension/plugins integration.	
Week 6	Manage product hunting, sourcing, listing and marketing for local e Commerce		Day 1	Hour 1 & 2	Introduction to local e-commerce and its significance in the market. Understanding the basics of product hunting and its role in local e-commerce. Exploring different sourcing methods for local e-commerce products. Overview of identifying market trends and consumer demands.	• **Task 6** _Details may be seen at Annexure-I_

				Hour 3 & 4	Case studies and examples: Successful product hunting stories in local e-commerce. Introduction to tools and resources for product research and trend analysis.	
			Day 2	Hour 1 & 2	Understanding the importance of market research in product hunting. Exploring various market research techniques for local e-commerce. Analyzing consumer behavior and preferences in the local market. Strategies for identifying profitable niches and target audiences.	
				Hour 3 & 4	Practical exercises: Conducting market research and analyzing consumer behavior. Group discussions on findings and potential product opportunities.	
			Day 3	Hour 1 & 2	Techniques for identifying potential product opportunities in local e-commerce. Factors to consider when selecting products for the local market. Criteria for evaluating product viability and profitability. Analyzing competition and assessing product differentiation strategies.	

				Hour 3 & 4	Group activities: Work on identifying and selecting potential products. Presentation and discussion of chosen products with rationale.	
			Day 4	**Hour 1 & 2**	Understanding the process of sourcing suppliers for local e-commerce. Exploring different channels and negotiations for product acquisition. Evaluating supplier reliability, quality, and shipping considerations. Strategies for building strong relationships with local suppliers.	
				Hour 3 & 4	Role-playing exercises: Simulate supplier negotiations and agreements. Discussion and feedback on negotiation strategies and supplier sourcing.	
			Day 5	**Hour 1 & 2**	Importance of product testing and validation before launch. Strategies for conducting product tests and gathering feedback. Planning a successful product launch for local e-commerce. Overview of marketing tactics and promotional strategies.	

				Hour 3 & 4	Practical application: Create launch and marketing plans for their chosen products. Group discussions and feedback on launch strategies and marketing plans.	
Week 7	Manage operations and logistics for local e Commerce	Day 1	Hour 1 & 2	Introduction to operations and logistics management in local e-commerce. Understanding the importance of efficient operations for successful e-commerce. Overview of logistics processes and supply chain management in local e-commerce. Exploring different components of operations: inventory, fulfillment, and shipping.	• **Task 7** *Details may be seen at Annexure-I*
			Hour 3 & 4	Case studies and examples: Successful operations and logistics strategies in local e-commerce. Introduction to tools and software for managing e-commerce operations.	
		Day 2	Hour 1 & 2	Importance of effective inventory management in local e-commerce. Understanding stock control techniques and inventory optimization. Exploring inventory management systems and their functionalities. Strategies for categorizing	

				and organizing inventory for efficient management.	
			Hour 3 & 4	Practical exercises: Work on inventory management scenarios. Group discussions on best practices and solutions for inventory challenges.	
		Day 3	**Hour 1 & 2**	Overview of order fulfillment processes in local e-commerce. Understanding picking, packing, and shipping strategies. Exploring shipping options and logistics partners for local e-commerce. Evaluating cost-effective and reliable shipping solutions.	
			Hour 3 & 4	Simulation exercises: Simulate order fulfillment and shipping scenarios. Discussion and feedback on strategies to streamline fulfillment and shipping.	
		Day 4	**Hour 1 & 2**	Importance of excellent customer service in local e-commerce. Strategies for managing customer inquiries and concerns effectively. Handling returns and exchanges in e-commerce operations. Developing policies and procedures for returns	

				management.	
			Hour 3 & 4	Role-playing exercises: Participants engage in simulated customer service scenarios. Discussion and feedback on handling returns and providing quality service.	
		Day 5	**Hour 1 & 2**	Strategies for optimizing operations and logistics in local e-commerce. Importance of performance analysis and metrics tracking. Utilizing data and analytics for operations improvement. Identifying key performance indicators (KPIs) for e-commerce logistics.	
			Hour 3 & 4	Practical application: Analyze sample data and identify areas for improvement. Group discussions on implementing optimizations based on analysis results.	
Week 8	**Manage Digital Marketing for local e Commerce**	**Day 1**	**Hour 1 & 2**	Introduction to digital marketing and its importance in local e-commerce. Overview of key digital marketing channels and strategies. Understanding the local e-commerce market and	• **Task 8** *Details may be seen at Annexure-I*

				target audience. Importance of customer segmentation and targeting in digital marketing.	
			Hour 3 & 4	Case studies and examples: Successful digital marketing campaigns in local e-commerce. Introduction to tools and platforms for digital marketing in the local market.	
		Day 2	Hour 1 & 2	Overview of social media platforms and their role in local e-commerce. Strategies for effective social media marketing for local businesses. Creating a social media marketing plan for local e-commerce. Understanding content creation and engagement strategies.	
			Hour 3 & 4	Practical exercises: Create sample social media marketing content i-e, text, image and video.. Group discussions and feedback on content quality and engagement strategies.	
		Day 3	Hour 1 & 2	Importance of SEO in local e-commerce for visibility and traffic. Basics of keyword research, on-page, and off-page SEO strategies. Understanding the role of	

				content marketing in local e-commerce. Strategies for creating valuable and SEO-friendly content.	
			Hour 3 & 4	Hands-on activity: Work on SEO optimization and content creation exercises. Review and feedback on implemented SEO strategies and content quality.	
		Day 4	Hour 1 & 2	Overview of email marketing and its significance in local e-commerce. Strategies for building and segmenting email lists. Crafting effective email campaigns for local e-commerce. Understanding automation and personalization in email marketing.	
			Hour 3 & 4	Practical application: Create sample email marketing campaigns. Group discussions and feedback on email content and engagement strategies.	
		Day 5	Hour 1 & 2	Introduction to paid advertising options for local e-commerce. Creating Business Account on Meta Business Suite and Google Ads Understanding ad platforms and budgeting strategies. Analytics and performance	

Week					
				tracking in digital marketing. Identifying key metrics and measuring campaign success.	
			Hour 3 & 4	Practical exercises: Set up sample paid advertising campaigns. Group discussions on campaign analysis and optimization based on analytics.	
Week 9	Launch an online store with at least 5 winning products	Day 1	Hour 1 & 2	Overview of key factors for choosing winning products. Understanding market trends and consumer demands in e-commerce. Strategies for identifying potential winning products for an online store.	
			Hour 3 & 4	Case studies and examples: Explore Successful online stores and their winning product selections. Introduction to tools and resources for product research and validation.	• **Task 9** _Details may be seen at Annexure-I_
		Day 2	Hour 1 & 2	Techniques for researching and validating potential winning products. Factors to consider for product viability, profitability, and competition. Exploring tools and methods for analyzing product demand and competition. Conducting market research and evaluating	

				product opportunities	
			Hour 3 & 4	Practical exercises: Conduct product research and validation activities. Group discussions and sharing of findings on selected potential winning products.	
		Day 3	Hour 1 & 2	Understanding sourcing options and strategies for obtaining selected products. Exploring different channels and suppliers for product acquisition. Evaluating supplier reliability, quality, and shipping considerations. Strategies for establishing strong relationships with product suppliers.	
			Hour 3 & 4	Role-playing exercises: Participants simulate supplier negotiations and agreements. Discussion and feedback on negotiation strategies and supplier sourcing.	
		Day 4	Hour 1 & 2	Step-by-step guidance on setting up an online store platform. Explanation of account creation, store setup, and configurations Product listing and inventory management	

				within the online store. Strategies for effective product descriptions, images, and pricing.	
			Hour 3 & 4	Hands-on activity: Participants create listings for selected products in their online stores. Troubleshooting and assistance provided as needed.	
		Day 5	Hour 1 & 2	Planning a successful launch for the online store and selected products. Overview of marketing tactics and promotional strategies for launch. Crafting a marketing plan targeting the store's audience and chosen products. Identifying channels and methods for reaching potential customers.	
			Hour 3 & 4	Practical application: Participants develop a launch and marketing plan for their online store. Group discussions and feedback on launch strategies and marketing plans.	
Week 10	Create Freelancing Proficiency on Digital Platforms	Day 1	Hour 1 to 4	**Introduction to Freelancing on Digital Platforms** Overview of digital freelancing: Explanation of	• **Task 10** *Details may be seen at Annexure-I*

				various platforms (Upwork, Fiverr, Freelancer, etc.), types of projects available, and skill requirements. Understanding the benefits, challenges, and strategies for success in the digital freelancing landscape.	
		Day 2	Hour 1 to 4	**Profile Creation and Optimization** Guide on setting up an effective freelancer profile: Creating a compelling bio, selecting skills, showcasing portfolios, and highlighting expertise. Optimizing profiles on popular freelancing platforms with relevant keywords and best practices.	
		Day 3	Hour 1 to 4	**Understanding Client Communication and Proposals** Exploring effective client communication: Strategies for professional interaction, understanding client needs, and crafting compelling proposals. Conducting role plays or mock scenarios to practice effective communication and proposal writing.	

		Day 4	Hour 1 to 4	**Project Management and Time Tracking Tools** Introduction to project management tools (Trello, Asana) and time tracking software (Toggl, Harvest). Practical exercises on managing freelance projects, organizing tasks, and tracking time spent on different projects.	
		Day 5	Hour 1 to 4	**Finances, Contracts, and Building Reputation** Understanding financial aspects: Setting rates, creating contracts, invoicing, and managing payments as a freelancer. Strategies for building a positive reputation, securing reviews, and handling feedback on digital freelancing platforms.	

Tasks for Certificate in E Commerce

Task No.	Task	Description	Week
1.	Define E Commerce and differentiate between conventional **commerce** and e Commerce with describing the e commerce models and their pros and cons. Make a power point presentation and present in the class.	E-commerce revolutionizes trade through digital platforms, differing from traditional commerce, and encompasses models like B2C, B2B, C2C, and C2B, each with unique advantages and limitations, as detailed in the presentation	**Week 1**
2.	Create DARAZ seller account and customize the storefront.	Establish a DARAZ seller account and personalize the storefront, leveraging customization tools to enhance brand identity and optimize the online shopping experience for customers.	**Week 2**
3.	Create AMAZON Seller account with Pakistani details and customize the storefront.	Set up an Amazon Seller account using Pakistani details and tailor the storefront, employing customization features to showcase brand identity and enhance the visual appeal for an engaging shopping interface.	**Week 3**
4.	Create Shopify store with free theme. Customize the theme settings, colors and manage the products & categories.	Establish a Shopify store using a free theme, personalize theme settings, color schemes, and efficiently handle product and category management for an engaging and organized online shopping experience	**Week 4**
5.	Create WooCommerce store with free theme. Customize the theme settings, colors and manage the products & categories. Demonstrate WooCOmmerce settings.	Build a WooCommerce store utilizing a free theme, tailor theme settings and color schemes, effectively oversee product and category management, and demonstrate the setup and configuration of WooCommerce settings for an optimized and user-friendly online shopping environment.	**Week 5**
6.	Manage product hunting, sourcing listing and marketing for the local e commerce.	Conduct comprehensive product hunting, sourcing, listing, and implement strategic marketing approaches for local e-commerce, ensuring a successful identification, acquisition, and promotion of products to target local markets effectively.	

7.	Manage fundamental operations and logistics for the local e commerce.	Efficiently oversee fundamental operations and logistics for local e-commerce, encompassing inventory management, order fulfillment, shipping strategies, and customer service to ensure seamless and timely delivery of products and exceptional service to customers.	**Week 6**
8.	Create a digital marketing campaign on social media and google for the online store.	Develop and execute a comprehensive digital marketing campaign leveraging social media and Google platforms to promote the online store, targeting specific audiences through strategic advertisement placements for increased visibility, engagement, and sales.	**Week 7**
9.	Launch at least 5 winning products on local e commerce marketplace (DARAZ) and shopify/woocommerce .	Initiate the launch of at least five successful products on local e-commerce platforms, including DARAZ, Shopify, or WooCommerce, strategically managing the introduction, listing, and marketing of these products to maximize their impact and sales potential within the marketplace.	**Week 8**
10.	Create Freelancing Proficiency on Digital Platforms	Develop proficiency in digital freelancing by covering profile optimization, client communication, project management tools, financial aspects, and reputation building on popular platforms in a week-long course.	**Week 9**

Motivational Lectures
E Commerce

Learn Canva, ChatGPT, and Pictory and Earn Money:
https://www.youtube.com/watch?v=qKMnWl6NE9k

In this video, Zeshan Bela, an entrepreneur, founder and managing director of Ez Solutions, A2Z e Commerce and Double Click Pro USA, teaches you how to use Canva, ChatGPT, and Pictory to create stunning graphics and earn money. Canva is a popular graphic design tool that allows you to create eye-catching designs for social media, marketing, and more. ChatGPT is a cutting-edge AI-powered language model that can help you generate text for your designs, while Pictory is an AI based platform, where you can generate stunning videos.

How to become a mern stack developer? (Hindi):
https://www.youtube.com/watch?v=-yoW2lzCuZ0

In this video we will discuss that how you can become a front end developer with a stack of MongoDB, Express.js, React & Node.

MERN Stack Full Tutorial | Web Development in MERN Stack | Complete All-in-One Course2023 | 11 Hours:
https://www.youtube.com/watch?v=IGF3l85Ks2k

In this free course on MERN Stack by Azadchaiwala, you will have the opportunity to build a crypto blog app and learn the ins and outs of the MERN stack. Throughout the course, you'll not only gain practical experience in both frontend and backend development, but you'll also learn best practices for each.

Workplace/Institute Ethics Guide

Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue, or value to strengthen character and individual abilities. It is a set of values-centered on the importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for student success:

1. **Attendance:**

   Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.

2. **Character:**

   Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.

3. **Team Work:**

   The ability to get along with others including those you don't necessarily like. The ability to carry your weight and help others who are struggling. Recognize when to speak up with an idea and when to compromise by blend ideas together.

4. **Appearance:**

   Dress for success set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are can last a lifetime

5. **Attitude:**

   Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems, and procedures in light of changing responsibilities.

6. **Productivity:**

   Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know-how. Eagerly focuses energy on accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

7. **Organizational Skills:**

Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Take an appropriate approach to social interactions at work. Maintains focus on work responsibilities.

8. **Communication:**

Written communication, being able to correctly write reports and memos. Verbal communications, being able to communicate one on one or to a group.

9. **Cooperation:**

Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing work situations and the application of new or different skills.

10. **Respect:**

Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept, and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions, and suggestions.