Faysal Aziz

E-Commerce Introductory Course

FA-0475 · two-day

DevOps, Cloud & Infrastructure

Introduction

This two-day course is designed to give the learner an introduction to e-commerce. It is not a technical hands-on course, but rather a module intended to equip the learner with awareness and knowledge of the tools and trade along with the state of the e-commerce industry as a whole. There shall however be demonstration of technology in use and a deep dive into certain machine intelligence aspects most commonly utilized by the e-commerce industry.

Learning outcomes

By the end of this course, the learner should have a good grasp on the following topics:

- The idea of e-commerce
- Its evolution and trends
- The technological aspects of e-commerce
- The social aspects of e-commerce
- The value of e-commerce
- Data and Analytics
- Market trends
- Methodologies and techniques for implementation of e-commerce solutions
- Career path and opportunities in the e-commerce industry

Prerequisite

- Internet connection
- Web browser

- Zoom or Webex
- Webcam and Microphone
- Basic understanding of how the internet works

Timing and Schedule

This is a two day course spanning 7 × 2 = 14 hours inclusive of two 15 minute breaks each day complying with HRDCorp's requirements.

Maximum Participants

To ensure optimum deliverance, the number of participants should not exceed 30.

Training outline

1. Introduction

1. Overview of e-commerce
2. What is and what is not e-commerce
3. Terminologies
4. History and evolution of e-commerce

2. E-commerce blueprint

1. Process
2. Business goal
3. Agency vs Freelancing
4. Empowerment
5. SMEs
6. Affiliates

3. E-Commerce as a Service

1. Local Service providers
2. International Arena
3. Pros and Cons
4. Techniques and methodologies

5. Comparative analysis

4. E-Commerce as an Infrastructure

1. What is ECAI
2. Where does it stand in the industry?
3. Local Service providers
4. International Arena
5. Pros and Cons
6. Techniques and methodologies
7. Comparative analysis

5. Payment Gateways

1. International
2. Local
3. Security
4. Fraud
5. Disputes

6. Technologies in trend

1. Ground-up technologies
2. Frameworks
3. Integration

7. Social Media

1. Ecommerce vs Social Media
2. Local vs global trend
3. Leading platforms
4. Modus Operandi
5. Legalities

8. Behind the scenes

1. The real value
2. Data, data everywhere...

3. Collaborative engineer
4. AI and ML
5. Tools of the trait

9. Big Data

1. The value market
2. Sources
3. Prediction and Analytics
4. Tools and technologies

10. Career

1. Quick skills
2. Long term skills
3. Learning curve
4. Future trends

11. Conclusion

1. Overview
2. Summary
3. Q/A

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