

STAGE 4 – E-COMM



WEEK	SESSION	CONTENT
WEEK 1	SESSION 1	Introduction to Ecommerce & Platforms
WEEK 2	SESSION 2	Sales and Operation Planning
WEEK 3	SESSION 3	Concepts of Digital Marketing
WEEK 4	SESSION 4	Configuring Selling Platforms
WEEK 5	SESSION 5	Procurement & Inventory Management
WEEK 6	SESSION 6	Digital Advertising
WEEK 7	SESSION 7	Managing Finances
WEEK 8	SESSION 8	E-Comm Back Office
WEEK 9	SESSION 9	Warehouse Management & Shipping
WEEK 10	SESSION 10	Analytics & Insights
WEEK 11	SESSION 11	Basics of Taxation & Insurance
WEEK 12	SESSION 12	CRM
WEEK 13	SESSION 13	Evaluation