Specialization in e-Commerce

Course Overview:

This course is aimed at training candidates for the job of a "E-commerce Manager", in the "Retail" Sector/Industry

Pre-requisite:

- Basic knowledge of statistics, computers

Course Objective:

Upon successful completion of the course, participants should learn:

- Analyze activities scheduled and corresponding resources allocated
- Manage key accounts to improve business and develop new clients
- Comply to workplace integrity, ethical and regulatory practices.
- Inspect invoices for correct application of GST.

Course Outline:

The contents of this course are designed to support the course objectives. The following is an indicative list of content which is included in this course:

- Introduction to Ecommerce Manager
- Daily review and process control
- Category and Catalogue management in Ecommerce
- Key accounts management
- Data analysis and demand forecasting
- Business development and stakeholder relations
- Guidelines on integrity and ethics