



Professional E-Commerce & Digital Business Program

A hands-on path from computer basics to launching a real online business

8 Weeks (2 Months)

Offline

Beginner to Advanced

Course Overview

The Professional E-Commerce & Digital Business Program is designed to help students, entrepreneurs, and aspiring business owners build, launch, and scale successful online businesses. This practical, industry-focused program covers everything from computer fundamentals and e-commerce business models to selling on Amazon & Flipkart, building Shopify stores, digital marketing, AI-powered business tools, and launching a live online business.

Who Can Join?

Plus Two (12th) Students

Degree Students

Job Seekers

Entrepreneurs

Business Owners

Freelancers

Working Professionals

Homemakers

Anyone Interested in Starting an Online Business

Course Syllabus

PHASE 1 Computer Basics

- > Computer Fundamentals & Internet Usage
- > Email, Google Workspace & Cloud Storage
- > Essential Digital Productivity Tools

PHASE 2 E-Commerce Basics

- > Introduction to E-Commerce Business Models
- > Product Research & Market Analysis
- > Setting Up an Online Business

PHASE 3 Amazon & Flipkart

- > Seller Account Registration & Setup
- > Product Listing & Inventory Management
- > Order Processing & Marketplace Growth

PHASE 4 Microsoft Excel

- > Excel Basics, Formulas & Functions
- > Business Data & Inventory Management
- > Sales Reports & Business Dashboards

PHASE 5 Shopify

- > Shopify Store Setup & Customization
- > Product Upload & Payment Integration
- > Shipping Configuration & Store Launch

PHASE 6 Marketing Basics

- > Introduction to Marketing Concepts
- > Understanding Target Audience & Branding
- > Basics of Online Promotion & Customer Engagement

PHASE 7 AI & E-Commerce

- > AI Tools for Business Productivity
- > AI Content & Product Description Creation
- > Business Automation & Customer Support

PHASE 8 Technicalities & Live Project

- > Domain, Hosting & Payment Gateway Setup
- > Business Compliance & Website Security
- > Live E-Commerce Store Development & Project Presentation

What You Will Learn

- ✓ Build a Complete E-Commerce Business from Scratch
- ✓ Develop Professional Shopify Stores
- ✓ Utilize AI Tools for Business Growth
- ✓ Set Up Payment Gateways & Online Infrastructure
- ✓ Generate Sales Through Organic & Paid Marketing
- ✓ Develop Entrepreneurial & Business Management Skills
- ✓ Sell Products on Amazon & Flipkart
- ✓ Master Digital Marketing Strategies
- ✓ Manage Business Operations Using Excel
- ✓ Build a Strong Online Brand
- ✓ Understand Customer Acquisition & Retention
- ✓ Launch a Real Online Business

Course Deliverables

- 100% Hands-on Practical Training
- AI-Integrated & Industry-Updated Curriculum
- Live E-Commerce Business Project
- Real-World Business Case Studies
- Shopify Website Development
- Amazon & Flipkart Seller Account Setup
- Digital Marketing Campaign Practice
- Expert Mentorship & Career Guidance
- Business Templates & Learning Resources
- Certificate of Completion
- Lifetime Learning Community
- Entrepreneurship & Business Launch Support

Career Opportunities

- E-Commerce Executive
- Shopify Developer
- Amazon & Flipkart Seller
- E-Commerce Manager
- Digital Marketing Executive
- Online Business Consultant
- Marketplace Specialist
- E-Commerce Operations Executive
- Dropshipping Business Owner
- Freelance E-Commerce Consultant
- Digital Entrepreneur
- Business Development Executive
- Startup Founder

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