

Course title: E-commerce

Instructor:: Orkhan İsayev

What you will gain:

- E-commerce in the virtual environment by following the legal rules;
- To be able to describe the features and tools of e-commerce;
- To be able to conclude contracts in e-commerce and to buy and sell goods and services through e-commerce

Requirements: Have basic computer skills, enthusiastic and interested in e-commerce

Purpose: Our goal is not just to teach, but to provide maximum support to maximize your business. Our goal is not just to teach, but to provide maximum support to maximize your business.

Target group:

E-commerce professionals and consultants working in the e-commerce departments of companies, mid-level managers of companies aiming to develop in e-commerce, managers and executive candidates who want to learn about e-commerce planning and management. University students aiming to pursue a career in e-commerce

Office hours : 30 Hours

Type of Course: Mandatory

Teaching Method(s): Workshop (or on Zoom)

Scope : 2 month

Course Overview & Objectives

With this program, you will receive a comprehensive, applied and strategic training in the e-commerce sector. The most basic industry standards on these issues will be shared with you by various trainers. You can share all your questions with expert teachers in an interactive learning environment.

Lessons plan:

| lesson # | Topics |
|----------|--|
| 1 | Introduction to Electronic Export Entrepreneurship |
| 2 | Basic Concepts of E-Commerce |
| 3 | Creating an E-Commerce Strategy |
| 4 | Establishing an E-Commerce Team |
| 5 | E-Commerce Software Infrastructure |
| 6 | Electronic Export Fundamentals and Market Analysis |
| 7 | Trademark and patent registration |
| 8 | Sales in Global Markets |
| 9 | E-Export Logistics, Customs Clearance and Return Processes |
| 10 | Warehouse and Stock Management |
| 11 | Digital Marketing |
| 12 | E-Commerce Law |
| 13 | Strategic Content Management and Product Photography |

Course Requirements:

- Mandatory attendance: Attendance and active participation in the lessons contribute to meaningful learning. An attendance rate of less than 80% will result in expulsion from the course. Attendance in Zoom lessons requires opening the camera, according to college regulations.