

**Professional Development Programme**

# E-COMMERCE

The E-Commerce programme covers the fundamental concepts of e-commerce and teaches students how to set up, administer, and maintain a store on an online platform, a social media platform, and an e-commerce marketplace.

This programme is suitable for anyone interested in promoting and selling products or services online. E-commerce provides businesses with numerous advantages, ranging from marketing opportunities to expanding product lines, to generate more sales with an optimised and well-developed website.

Students will receive an ICDL Certification upon passing the assessment.

**Programme Outline**

- Overview and business model planning
- Infrastructures
- Implementation and engagement

**Objectives**

- Recognise important e-commerce concepts and the e-commerce ecosystem, including their social and economic impact
- Identify the primary forms of e-commerce transactions and e-commerce business models
- Understand the key goals of e-commerce adoption and planning considerations
- Explore various options for establishing an e-commerce presence
- Identify the fundamental skills necessary for setting up an online store on an e-commerce platform, a social media platform, or an e-commerce marketplace
- Recognise typical e-commerce marketing tools and performance indicators.

**Learning Mode, Duration and Fee**

LEARNING MODE	Online Learning	Face-to-Face (on-campus)	Self-Learning
DURATION	2 days		Within 12 months
FEE	RM 1,800	RM 1,800	RM 450

**Assessment Mode**

Test (upon completion of training)

**Offered at**

INTI International College Penang

**Intakes**

MAY, SEPT, DEC