

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 concept and the e-commerce ecosystem, including their social and economic impact
- Identify the primary forms of e-commerce transaction and e-commerce business models
- Understand the key goal 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
INTI International College Subang

Intakes

MAY, SEPT, DEC