

# Certificate in E-Commerce for Small Businesses

## Learning Outcomes:

Participants of the course will get a broaden understanding of ecommerce through theory, practical, business models and case studies of different ecommerce ventures in different sectors. Most importantly, the course will help to build a better understanding to win in ecommerce marketplace by implementing best practices in digital marketing and customer experience.

Ecommerce for small business gives an insight to years of practical experience earned by the trainer in local and global digital commerce business arena. The basics cover on how to develop a simple ecommerce sites considering various elements like product catalog, payment gateway, taxes and shipping. The course also covers learning of different ecommerce disruption model and how the company makes the business profitable. The course covers legal and cross border understanding too.

**December 15, 2018-February 16, 2019**  
**Every Saturday | 1:30 pm to 5:30 pm**  
**@ IBA City Campus**

**Training Investment: PKR 20,000/-**

(inclusive of training material & certificates)

Registration form & Fee Voucher are available at our website:

<http://sdp.iba.edu.pk/>





## Course Focus:

### Theory in Ecommerce

A Direct Selling Approach.

### Visiting various business model in e-commerce

Marketplace, social ecommerce, m-commerce and web store

### Strategic Planning in e-commerce Venture

Small business plan to launch ecommerce venture, highlighting various KPIs like products, sales, traffic, conversion and so on.

### Practical – Web store Setup

Working on Woo commerce + WordPress. Students must setup their domain and WordPress for this class practical. Training includes product catalog, taxes, shipping and gateway

### Practical – Digital Marketing

A brief session on Digital Marketing for Ecommerce covering SEO, SEM, SMM, Web and App

### Analytics

Matching the outcome with strategic KPIs and predicting future sales by using Google Analytics

### Other Resources

Course is taught using Google Classroom...student will get all the course files, online resources, paid resources within Google Classroom which can be access in future dates.

### Registrations & Queries:

#### Skills Development Programs

Center for Executive Education

Institute of Business Administration

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<https://www.facebook.com/IbaBusinessenglish>

## Trainer's Profile: *Amin S. Lalani*

### Qualification:

M.Phil in Marketing (Digital Commerce and Marketing) IoBM

Certified SAP MM Consultant, Certified VB Developer

Certified Google Analytics

### Professional Courses:

Business Analytics (IBA & IoBM), Marketing Analytics (SZABIST)

Business Process Re-engineering, ERP, Digital Marketing (SZABIST)

Ecommerce (IoBM)

Amin S. Lalani is a SME (Subject Matter Experts) in Digital Marketing. He has served Businesses, Non-for-Profit organizations, Academia, Public Sector, Health Sector and more. Since, Amin holds years of experience as Management Consultant at IIG Australia, he believes in performance and precision at every piece of communication. Besides management consulting firm, Amin has launched Digital Agencies in five countries namely Pakistan, UAE, UK, USA and Canada and served 20 countries for Digital Marketing and Ecommerce related work.

He has been into Digital Commerce and Digital Agency business since 1997 and was foremost to launch Liberty Books, Business Recorder Paid Subscription and Waljis Travel, Later, he served Inc500 companies in USA to manage \$300 million revenue in 7 years. He been also one-time consultant to Blue Fountain Media, a NYC based #1 Digital Agency.

He often travels places for collaboration, consultancy and conferences. His knowledge is par with current best practices, technology and trend. He has ventures in US, Pakistan and Canada in Startups, Digital Agencies, Digital Commerce and Academia.

The experience he has earned through different markets, businesses and demography helps him to bring additional value in each digital campaigns with performance, precision and persistence.

Teaching is affirmation to give back to the community as a responsible citizen. Besides Digital Advocacy, Amin has launched ASHA Initiative for Small Business & Youth Capacity building in Digital and Digital Skills to help in policy making at Academia and Federal level to impart digital skills at various levels.