

## E-COMMERCE - START AN ONLINE BUSINESS

- 1 Name: **E-Commerce – Start an Online Business.**  
 2. Sector: **Information & Communication Technology (ICT).**  
 3. Code: **ICT 222**  
 4. Entry Qualification: The course is for candidates who are graduates in any Discipline, college drop outs, businessmen who want to Diversify their business online, handicapped people and housewives looking to work from home etc.

Basic Knowledge of computer.

5. Terminal Competency: After completion of the training, participants would be able to enable entrepreneurs to start and successfully run an online business and will be able to start and successfully run their own online business.  
 6. Duration: 60 hours  
 7. Contents given below.

<b>Practical Competencies</b>	<b>Underpinning Knowledge(Theory)</b>
<b>Internet Basics:</b> Study of Internet Explorer. Internet Explorer Settings. Study of different web sites ,multilingual language sites	<b>Internet Basics:</b> What is Internet? How Internet works? Types of Internet Browsers and Web pages. Types of different web sites. Cyber Laws, Unicode S/w
<b>Internet Marketing:</b> Surfing of different web sites. Study to create e-mail account. Study of chatting.	<b>Internet Marketing:</b> What is Internet Marketing? What is chatting?
<b>Introduction to e-Bay:</b> Surfing of different web sites and chatting. Practical related with e-bay.	<b>Introduction to e-Bay:</b> What is e-bay?
<b>Basic modules (Sell side).</b> Surfing of different web sites and chatting. Practical related with Basic modules (Sell side).	<b>Basic modules (Sell side).</b> Types of basic modules.
<b>Advanced Modules (Sell side).</b> Surfing of different web sites and chatting. Practical related with Advanced Modules (Sell side).	<b>Advanced Modules (Sell side).</b> Types of advanced modules.
<b>International Selling Module (Sell Side).</b> Creating and marketing an online shop / store.	<b>International Selling Module (Sell Side).</b> What is international selling?

## **LIST OF TOOLS & EQUIPMENT:**

- **Hardware:**

5. Server Computer (Latest configuration)
6. Multimedia Nodes (Pre-loaded Windows 2000 or latest)
7. Inkjet/Laser Printer
8. UPS

- **Software:**

5. Windows 2000
6. Microsoft Office 2003 Professional
7. Anti Virus Software (TVD/ Norton/Any popular brand)
8. Internet connection