***e*-Rozgaar Center**
Institute of Education and Research
University of the Punjab
Lahore

Program: Certificate in e-Commerce	
Course Title: e-Commerce (Amazon Private Label+ Amazon Dropshipping/ Online Arbitrage)	**Course Type:** e-Commerce
Duration: 3 Months	
Prerequisite	BA/BSc/BCom/BS or equivalent qualification and above. Proficient in the English language.
Introduction	The purpose of this course is to give the students a basic understanding of e-Commerce targeted at beginners. The primary goal of this course is to be able to launch your own or client's product on Amazon and sell according to the tested strategies. This course also includes Amazon Dropshipping model in which you can do personally owned e-commerce business without having investment or at a very small investment.

Learning Objectives	By the end of this course, you will be able to describe and apply current best practices and conventions in e-commerce.
	Skills you will develop:
	● Business development and business management
	● Amazon Private label + Amazon Dropshipping/ arbitrage
	● Marketing via social media
	● Be able to own your personal business with having a very low investment
	● Learn about freelancing and different online websites for freelancing.
	  ○ Fiverr
	  ○ Upwork
	  ○ Freelancer.com
	● Be able to optimize their profile and get projects on freelancing websites.

Course Contents	**1. Topic & Contents** **1.1. Amazon Private Label** ● How to find a profitable product? ● Finding Suppliers (Local/ International) ● Safest way of exporting products from Pakistan ● Amazon Account Creation ● Company Creation (PVT/LTD/LLC) ● Listing Optimization ● Optimized Amazon Advertising (PPC) ● Marketing of Amazon store via Social Media **1.2. Amazon Dropshipping/ Online arbitrage** ● Understanding Dropshipping Business model ● Product hunting ● Adding inventory ● Order management ● How to use third party logistics ● Safe way of business to Avoid suspension

	• Account Reinstatement. **2. Freelancing Topics** • What is freelancing • How to start Freelancing in 2023 • Future of freelancing and carrier as a freelancer • Different freelancing Websites (Fiver, Upwork, LinkedIn etc.) • Introduction to Fiverr • Create Fiver Profile • How to Create a GIG on Fiverr • Writing an Upwork proposal • How to Win maximum clients • How to work as a Virtual Assistant • Managing the client's business • LinkedIn Profile optimization • How to get direct clients
Textbooks	• e-Business and e-Commerce Management
Suggested Reading	• Don't Make Me Think Revisited • Best for Beginners: Launch • The Start-up Owner's Manual
Teaching/Learning Strategies	• Lectures • Class discussion on all topics • PowerPoint Slides • Hands-on Practice
Course Activities	• Quizzes • Assignments • Projects • Daily Hands-on Practice
Evaluation Criteria	**Assignments will be submitted on the Google Classroom portal for assessment.** Late assignments will not be accepted. Grades are weighted according to the following scale: 20%-- Quizzes 30%-- Mid 20%-- Project 30%-- Final Evaluation 100%-- Total
Training Mode	Physical-Face to Face
Fee	Rs. 15,000/- Course Fee Rs. 1,000/- Registration Fee