



E-COMMERCE COURSE OUTLINE

Week	Class No.	Topics	Activities/Tools
Week 1	1	What is E-commerce? Models & Platforms	Discussion
	2	Shopify vs Daraz vs WooCommerce	Comparison
	3	Setting Up an Online Store (Shopify)	Hands-on
Week 2	4	Product Research & Niche Selection	Helium 10, TikTok
	5	Store Design Best Practices	Canva, Shopify Themes
	6	Project 1: Create Sample Store Page	Review
Week 3	7	Payment Gateways & Checkout Optimization	Demo
	8	Order Fulfillment Process	Simulation
	9	Inventory & Supplier Management	Local Examples
Week 4	10	E-commerce Marketing (SEO, Ads)	Hands-on
	11	Email Marketing & Retargeting	Tool: Mailchimp
	12	Project 2: Ad Campaign Planning	Submit Plan
Week 5	13	Daraz Seller Center Overview	Local Marketplace

	14	Freelancing with E-commerce Skills	Fiverr, Upwork
	15	Analytics & Conversion Tracking	Facebook Pixel
Week 6	16	Career Path & Portfolio Tips	Resume Review
	17	Final Project Work	Store Demo
	18	Presentations + Certificates	Showcase