



International Institute of E-Commerce
IIECOM House, Ghasiram Colony, Opp
Platform # 5, Asoti Railway Station, Asaoti,
Dist. Palwal Haryana 121102
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info@iiecom.org
<https://iiecom.org/>

Ref: IIE-COMM/CO/ADM/2026-27/02

PRESENTS
Dtd: 19/07/2026

2 DAYS ADVANCE TRAINING PROGRAM ON E-COMMERCE
CLASSROOM & DISTANCE LEARNING COURSE

Dear Sir,

As is widely known, **International Institute of E-Commerce (IIE-Comm)** conducting various technical courses inviting interested personnel/technocrats for enhancing & fine-tuning of the skill.

International Institute of E-Commerce (IIE-Comm) organizing **Two Days Advance Training Program on E-Commerce Classroom & online Training course.**

a) INTRODUCTION

The **International Institute of E-Commerce (IIEC)** is committed to developing skilled professionals and digital entrepreneurs through industry-focused education and practical training. The **2 Days Advance Training Program on E-Commerce** is designed to provide participants with in-depth knowledge of e-commerce operations, digital business models, online marketplace management, digital marketing, payment systems, customer engagement, and business growth strategies.

The programme combines theoretical concepts with practical applications, enabling participants to understand how to establish, manage, and grow successful online businesses. Through expert-led sessions, live demonstrations, case studies, and interactive workshops, participants will gain the knowledge and skills required to leverage e-commerce technologies, optimize online sales, enhance customer experience, and compete effectively in the rapidly evolving digital marketplace.

b) OBJECTIVE OF THE COURSE:

The objective of the **2 Days Advance Training Program on E-Commerce** is to provide participants with advanced knowledge and practical skills in establishing, managing, and growing successful e-commerce businesses. The programme aims to enhance participants' understanding of digital business models, online marketplaces, website management, digital marketing, online payment systems, customer relationship management, logistics, cybersecurity, and business analytics. It also prepares participants to effectively leverage digital technologies to improve business performance and achieve sustainable growth in the competitive e-commerce industry.

c) COURSE CONTENTS:

- E-Commerce Business Models and Strategy
- Online Store Setup and Marketplace Management
- Website Design and User Experience (UX)
- Digital Marketing and Social Media Marketing

- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Online Payment Systems and Order Management
- Logistics, Inventory, and Supply Chain Management
- Customer Relationship Management (CRM)
- Cybersecurity, Data Privacy, and Legal Compliance
- Business Analytics, Growth Strategies, and Case Studies

For detail of contents refer our website at www.iiecom.org

d) WHO SHOULD ATTEND:

1. Aspiring E-Commerce Entrepreneurs
2. Startup Founders
3. Business Owners and MSMEs
4. Retailers and Wholesalers
5. Marketing and Sales Professionals
6. E-Commerce Managers and Executives
7. Digital Marketing Professionals
8. IT and Web Development Professionals
9. Students and Fresh Graduates
10. Anyone Interested in Building or Growing an Online Business.

Day 1: E-Commerce Fundamentals & Online Business Setup

Session 1: Introduction to E-Commerce

- Overview of E-Commerce
- Types of E-Commerce Business Models (B2B, B2C, C2C, D2C)
- Current Trends and Growth Opportunities

Session 2: Setting Up an Online Business

- Choosing the Right E-Commerce Platform
- Online Store Setup and Website Essentials
- Product Listing and Catalog Management
- User Experience (UX) Basics

Session 3: Digital Marketing

- SEO and SEM Fundamentals
- Social Media Marketing
- Content Marketing
- Email Marketing Strategies

Session 4: Online Payment & Order Management

- Payment Gateways
- Order Processing
- Inventory Management
- Logistics and Shipping Basics

Day 2: Business Growth & E-Commerce Management

Session 1: Customer Management

- Customer Relationship Management (CRM)
- Customer Support and Retention
- Online Reviews and Reputation Management

Session 2: Legal & Cybersecurity

- E-Commerce Laws and Regulations
- Data Privacy and Cybersecurity
- Consumer Protection and Compliance

Session 3: Business Analytics & Growth

- Website Analytics and Performance Monitoring
- Sales Analysis and Reporting
- Business Growth Strategies
- Scaling an E-Commerce Business

Session 4: Practical Workshop

- Live Demonstration of an E-Commerce Platform
- Case Studies and Group Activities
- Developing an E-Commerce Business Plan
- Q&A, Assessment, and Certificate Distribution

e) FACILITIES:

All facility for delegates covering lecture hall, tea and lunch will be arranged by Client or if you are attending the course at IIE-COMM Offices. IIE-COMM institute will arrange the above facility.

f) COURSE DETAILS:

Detail program of every days training course will be sent / given on the first day to the delegates on registration.

g) DURATION:

Two Days Advance Training program on E-Commerce [Timings: 10.00 am to 6.00 pm]

FEES:

h) Two Days Advance Training program on E-Commerce and any other program is **Rs 15,000+18%GST**

Payment should be made by Cheque / DD in favor of **“UKJAS Accreditation Pvt Ltd, Mumbai**

Indian overseas bank

BANKERS DETILS FOR EFT/ECS/RTGS/NEFT PAYMENT

Sr. No.	Name	Details
1.	Name of Beneficiary	UKJAS ACCREDITATION PVT LTD
2.	Name of Bank	Indian overseas bank
3.	Bank Branch	Station Road, Palwal Branch, Haryana
4.	Bank Branch Code	1667
5.	Account No	166702000000340
6.	RTGS/NEFT / IFSC Code	IOBA 0001667
7.	Account Type	CURRENT
8.	MICR code	110020106
9.	SWIFT code	IOBAINBB089
10.	Email Id	info@ukjas.com
11.	PAN No.	AVZPS7816G
12.	GST No. Of Six Sigma	06AVZPS7816G1ZR

We hereby declare that the particulars given above are correct and complete.
Thanking You

Step for Admission:

1. Select the course, you want.
2. Choose Classroom/Distance Learning
3. Pay the fees by ECS/RTGS/NEFT to our Indian overseas bank
4. Send transaction ID/Deposit Slip along with duly filled Registration form
5. Get Confirmation of your admission by email. Admission is based on first cum first serve basis.
6. Currently Classroom training is only available at Delhi and your office premises/factory, if there are more than 4 participants in the same city/ factory . For outside student, Guest house facility is available of Rs 300/per day in Mumbai depends on seat availability; otherwise all ranges of hotels are available near to our institute.
7. Other cities student, who doesn't want to come Delhi, can opt for Distance Learning Mode. Syllabus is the same. You will be given course material by email and we will recommend some books, which you can buy. Three month time will be allowed to study the course material and for any doubts and faculty interaction can be done one to one on
Skype is: six sigma _quality and whatsapp video call on 8275879725 on Sunday between 5.00 to 8 pm. If you want training online we can share presentation on www.iiecom.org with live presentation. Live presentation Rs 1500 will be charged extra. You can attend from any cities around the world.

- i) VENUE:
Client Office
Or
International Institute of E-Commerce
IIECOM House, Ghasiram Colony, Opp Platform # 5,
Asoti Railway Station, Asaoti, Dist. Palwal Haryana 121102
Email: info@iiecom.org
Tel: +91 7499976341/+91 9322728183
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j) NOMINATIONS:

You may send in your nominations to the course co-coordinator, IIE-COMM, on the Registration form at the following address along with the fees.

Ranjeet Prasad

+918369083940/749976341/9322728183

IIECOM House, Ghasiram Colony, Opp Platform # 5, Asoti Railway Station, Asaoti,
Dist. Palwal Haryana 121102.

Email: info@iiecom.org

www.iiecom.org

Tel: +910250-2341170

Fees once paid will not be refunded, however it could be adjusted against the next course for the same financial year.

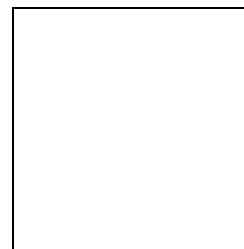
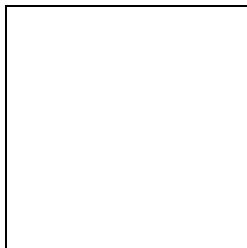
Please send your nomination of the delegated immediately as limited seats are available. Seats are filled on first cum first serve basis.

k) TERMS & CONDITIONS:

- I. International Institute of Entrepreneurship general terms and conditions will be applicable for qualification of personnel.
- II. Minimum candidates per batch should be 04 Number and Maximum should be 25 per batch. **10% discount will be offered for** 04 Number and Maximum should be 25 per batch
- III. Delegate Fees shall be send in advance through cheque / DD in favor of **“UKJAS Accreditation Pvt Ltd”** payable at Mumbai.
- IV. UKJAS Accreditation Pvt Ltd will charge GST @ 18% as applicable.
- V. Travel & Subsistence by 3rd AC train or economy class airfare will be charged for faculties on actual to be borne by client in case of course will be conducted in-house at client premises.



REGISTRATION FORM



PERSONAL DATA

Name in Full :
..... (In Capital Only)

Surname Name Father's/Spouse's Name

Name of the Firm & Address.....

Phone No: (With STD Code) : Sex:

Mobile No: E-mail:

Date of Birth: Qualification:

Training Course:

Place:

(Signature)

Date :

Name:

PAYMENT MADE BY: Cheque No / Demand Draft No..... Date

Drawn on Bank:**Swift Code IOBAINBB089**

Cheque / Demand Draft Should be drawn in favors of **UKJAS Accreditation Pvt Ltd** payable at Mumbai, Maharashtra, India.

Note : Fees once paid will not be refunded, however this will be carried forward for the next course during the same financial year

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