



# CERTIFIED E-COMMERCE PROFESSIONAL

CEP CERTIFICATION PROGRAM

Program Developed By : Indian Institute of E-Commerce

**HEAD OFFICE**

**INDIAN INSTITUTE OF E-Commerce**

22nd Floor, World Trade Center,  
Bangalore-560055. India

# CONTENT

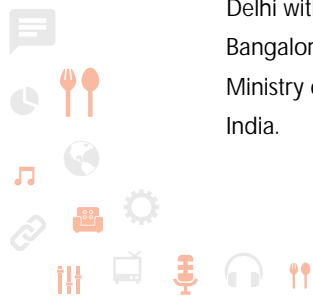
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01	About Indian Institute of E-Commerce	Page 3
02	IIEC Experts & Partners	Page 5
03	CEP E-Commerce Business Management	Page 7
04	Training Methodology	Page 10
05	IIEC Support to Students	Page 15
06	Admission Process	Page 16
07	CEP Sample Certificate	Page 17
08	Student's Testimonials	Page 18
09	Contact Us	Page 19

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## About Indian Institute of E-Commerce

Indian Institute of E-Commerce Foundation was founded in 2015 is a Section 8 Non Profit E-Learning Institute registered in Delhi with its headquarter at 22nd Floor, World Trade Center, Bangalore, India. CIN # U74140DL2015NPL286582, under Ministry of Corporate Affairs [www.mca.gov.in](http://www.mca.gov.in) , Government of India.



# Indian Institute of E-Commerce

Indian Institute of E-Commerce offers practical Courses on E-Commerce , E- Business & Digital Marketing skill development & skill enhancement. Indian Institute of E-Commerce encourages young professionals & students to make them self-sustainable by practically teaching them " Internet Business Skills" with our E- Learning Platform so they can have more opportunities and options to work in the emerging E- Commerce Industry or start their own online Business to support the growth of India 's economy & personal Growth as well.

Indian Institute of E-Commerce has trained over 67000+ Students so for all across the globe with the help of IIEC.EDU.IN E-Learning LMS Platform and the numbers are growing fast.

## IIEC Vision, Mission & Core Objectives

**Our Vision:** Making Digital India by Creating Digital Startups.

**Our Mission:** To create 10 Lac Employable work force for Indian E-Commerce Industry by 2020.

**Core objectives:** Self Sustained Indian youth & empower woman by turning them into E-Commerce specialist, Digital Startups or Business Experts.

## Why CEP in E-Commerce Business Management

### Less Theory More Practical

At [www.iiec.edu.in](http://www.iiec.edu.in) you will have complete access to Video Lectures, eBooks, Case Studies, White Papers, Infographics, Articles, PPTs, Software Tools & Practical Assignments

### Online Live MentorshipSession

During the course IIEC conducts Online Live Mentoship Sessions by E-Commerce Professionals, Startup Co-Founders from time to time which will be intimated in advance to all the students.

### Paid Online Projects

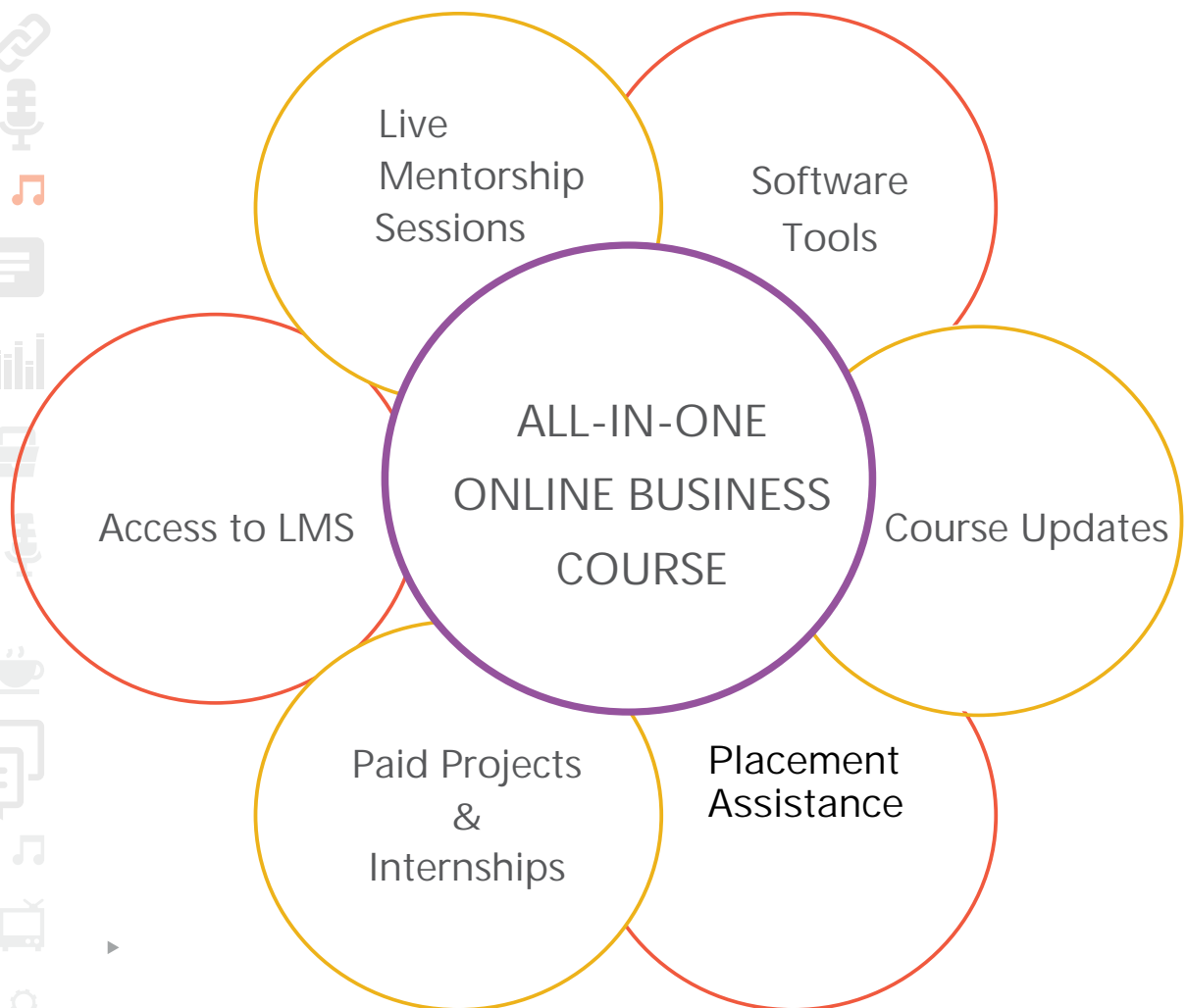
Every IIEC Student gets assured paid projects on digital marketing after completion and certification of the course.

### Live time Support

Reach us any time if any doubts or carification needs to be addressed via IIEC student helpdesk

# WHAT MAKES IIEC UNIQUE

1. Teaching E-Business Strategies that were kept secret by corporates.
2. Financial Success of Students by providing freelance Digital Marketing Opportunities.
3. Giving Life time course support to students



# IIEC EXPERTS



## Dr. SUMIT PAREEK

Chairman - Indian Institute of E-Commerce

He has 10 years in E-Commerce Administration and Digital Marketing. He is also the Global Partner of Alibaba.com. He also writes marketing books regularly with popular publishers.



## KULDEEP AGARWAL

COMMUNITY MANAGERS

Primarily outbound and customer-facing, this role is serving as a liaison between the community and the brand.



## NAYAN MAHESHWARI

DIGITAL STRATEGIST

Work with team to integrate social into all digital channels, both online, on TV, in real world and beyond.



## ROBIN MICHAEL

EDUCATION MANAGER

Planning and organizing social media education, including best Manager! practices, policies, and resources



## MURLI KRISHNA

SOCIAL MEDIA MANAGER

Launching programs, managing campaigns, dealing with agencies, and keeping teams on timelines



## TANVEER AHMED

SOCIAL ANALYST

Measurement and reporting across the entire program and for individual business units using analytics.



## MAYANK MODI

BUSINESS UNIT LIASON

Reaching out to business units to get them to collaborate, get on board and often join a center of excellence.

Our team includes experienced E-Commerce CXO's, marketing and recruitment professionals with a deep understanding of the opportunities in Online Business.

# IIEC PARTNERS

The Top 10 E-Commerce and Internet companies in the world identified us, reached us for strategic partnership for the common mission of educating people.

Some of IIEC's Partners



Students From



## Why CEP in E-Commerce Business

### Management? #1. E-Commerce Business Management is the Future of Business

Companies, Governments, Organizations, Non-Profit organizations and Communities are spending huge money to target, attract and engage their audience. With Easy and convenient Payment Processing and Reach using E-Commerce Platforms every company wants to leverage on E-Commerce Business Management. Therefore, this can be the prime reason to become CEP in E-Commerce & Digital Marketing, which is the future of the business and career as well.

### #2. Every Company Today Demands for E-Commerce & Digital Marketing Skills

In today's world we have Real Estate, Hospitality and Travel industry, B2B businesses, B2C businesses, Retail, Consultancy, Manufacturing, Export-Import and many other industries, who are eagerly looking for professional Digital Marketers to hire. However, industry is facing talent crunch, as there is more demand than supply. If you browse Naukri.com, Monster.com, timesjob.com etc. and search for "E-Commerce", "Digital Marketing Job", and you will be surprised by the huge demand for Digital Marketing Professionals.

### #3. E-Commerce Business Management Gets You Better Pay and Position

Present companies look for only the marketers who can generate leads and sales, so by acquiring relevant skills in Digital Marketing you are definitely better placed and sure to attract the attention of an employer for higher packages and positions. Even, if your core job is not Digital Marketing despite that company is willing to invest in people who have knowledge and skills in Digital Marketing tactics, techniques and skills.

### #4. Today any Business Strategy is Incomplete without E-Commerce Business Management

Just ask any businessman today, they will tell how important E-Commerce & Digital Marketing is to their Business strategy. This is because, no company/organization wants to miss out on another revenue generating opportunity or trail their competitors.

### #5. E-Commerce Business Management Opens Up Wide Variety of Job Prospects

If you think E-Commerce Business Management is just a small business, let me tell you it is not, there is a lot more to it. There are many areas in it such as Global Business, Logistics, Export Import, Search Engine Optimization, Social Media Marketing, Content Writing, Copy Writing, Online Advertising, Conversion Rate Optimization, and Inbound Marketing, Growth Hacking, Digital Payment, Website Security, Mobile Marketing etc. You can learn basics of all in internet, but to develop specialization and help yourself to get better prospects you need to pursue The CEP in E-Commerce & Digital Marketing so that you have many options to choose from.

### #6. Learning E-Commerce Business Management is Affordable and High Returning

Learning and pursuing 3 month CEP in E-Commerce & Digital Marketing is immensely affordable than a regular 2 year MBA course or any marketing course. Moreover, returns on learning Digital Marketing are immensely high again as you have more job prospects and better pay packages.

### #7. You Can Start Your Own Online Business or Earn Independently

One of the important benefits of career in E-Commerce Business Management is that you can start your own business or just work independently. By searching using keywords hire a digital marketing professional or "freelance digital marketer" "E-Commerce Consultant", "E-Commerce Business" you will find number of people online providing services from small to large companies across the world.

#### IIEC KEY FIGURES

 67000+ Students

 163 Startups

 67 Countries

 233 Corporates

# OUR CERTIFICATION PROGRAM

This is a 3 month i.e 60 Hour Online Live Training on E-Commerce Business Management with full support for practical Learning and earning via paid projects throughout your lifetime.

Note:

Access to Modules in [www.iiec.edu.in](http://www.iiec.edu.in) website for 60 Hours.  
Live Online Live Mentorship from E-Commerce & Startup Professionals from time to time.



## Career Benefits with IIEC Certification

- Students Learn Digital Marketing & Online Business
- Students Become a Global E-Commerce Consultant
- Students get Freelance Paid Projects
- Students can start their own Online Business / Startup
- Students Get Internships and Placement Assistance



“Content is the reason search began in the first place.”

# COURSE FEES

The cost of CEP in E-Commerce Business Management is 25,000/- (Twenty Five thousand Only )

# COURSE DELIVERY

## Online Live Mentorship Session

Online Live Practical Training at [www.iiec.edu.in](http://www.iiec.edu.in)

Every session covers new topic on Digital Business Strategy.

60 Hour Online Live & practical Mentorship on industry updates from time to time

## Access to Training Materials

Access to all CEP Modules which includes Practical & Theory video Lectures of 60+ Hours

Access to [iiec.edu.in](http://iiec.edu.in) site E-Book, Articles, Software, Whitepapers, case studies, infographics.

Assignments on E-Commerce Business Management



# COURSE CURRICULUM



## Fundamentals of E-Commerce Business

### Module 1 : Fundamentals of E-Commerce Business

Learn how to convert your dream idea into reality, Creating a Business Plan, Boot strapping your Business in a simple video based lecture.

 Indian Institute of E-Commerce



## Module 2: eCommerce Laws for eCommerce

### Module 2 : eCommerce Laws for eCommerce

This module teaches you how to incorporate a business, the laws and also the Intellectual Property Rights.

 Indian Institute of E-Commerce



## Module 3 : Website Designing for eCommerce

### Module 3 : Website Designing for eCommerce

Learn How To Choose A Domain Name That Helps You In Branding And Sales, How to get low cost by reliable Web Hosting and publishing your e-commerce Store online.

 Indian Institute of E-Commerce



## Module 4: eCommerce Operations Management

### Module 4: eCommerce Operations Management

Learn eCommerce Cashflow Management, Power of Affiliates, Selling Information, Payment Gateways, Shopping Cart Solutions, inventory Management, Logistics.

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## Module 5: E-Commerce Security Management

### Module 5: E-Commerce Security Management

Learn about the top eCommerce Store's Security & customer Frauds, developing ecommerce security planning, making the store hack proof and more


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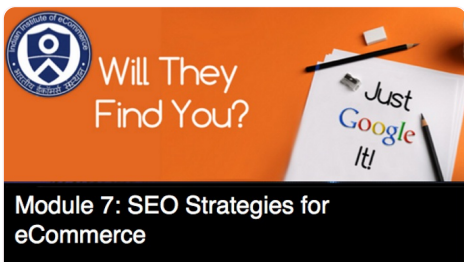


## Module 6: Digital Marketing Strategies

### Module 6: Digital Marketing Strategies

Practically understand Digital Marketing Strategies, learn to focus on every step of your customer, thinking like a CEO, Story Telling, Digital Marketing Tools

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## Module 7: SEO Strategies for eCommerce

### Module 7: SEO Strategies for eCommerce

Learn SEO of Today, from definitions, White Hat, Black hat, On Page, Off-Page, Contents for SEO, SEO Architecture, Trust and Off-Page SEO, Personal Profile Soci

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## Module 8: eCommerce Content Development and Marketing

### Module 8: eCommerce Content Development and Marketing

Learn the top Web content development by researching, writing, gathering, organizing, and editing information for publication on websites.


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## Module 9: Affiliate Marketing Strategies for eCommerce

### Module 9: Affiliate Marketing Strategies for eCommerce

Learn how affiliate an provide a steady stream of income. You simply join with other companies and place ads for them on your website.

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**Module 10: Social Media Strategies for eCommerce**

**Module 10: Social Media Strategies for eCommerce**

Learn why 92% of marketers in 2017 claimed that social media marketing was important for their business, with 80%

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**Module 11: eCommerce Dropshipping Business**

**Module 11: eCommerce Dropshipping Business**

Learn why Dropshipping can be a profitable and exciting area for first-time entrepreneurs looking for a business to start.

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**Module 12: Growth Hacking Strategies for eCommerce**

**Module 12: Growth Hacking Strategies for eCommerce**

Learn what strategies make Uber, Airbnb and top e-commerce startups an billion dollar business. Learn the

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**Module 13: Marketing Automation for eCommerce Store**

**Module 13: Marketing Automation for eCommerce Store**

Learn how marketing automation transforms email marketing to support multi-channel marketing campaigns and increase lead generation and conversion.

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**Module 14: E-Commerce & Global Trade professional**

**Module 14: Certified Global Trade Professional**

This course offers a Professional Certification in "E-Commerce & Global Trade" from Indian Institute of E-Commerce and inttco

 Indian Institute of E-Commerce



**Module 15: Amazon Trained eCommerce Specialist**

**Module 15: Amazon Trained Ecommerce Specialist [ATES]**

Amazon Trained Ecommerce Specialist (ATES) is Amazon India's alternate channel to provide high bar, high touch experience for Amazon sellers.

 Amazon

**Note:**

The course is updated from time to time keeping in mind that during paid projects and freelance job opportunities that you will get from Indian Institute of E-Commerce , our clients require you to be compititive enough to get better opportunities from them . So to make you Digitally smarter and effecient we will keep updating this course with new tips and tricks in the field of Digital Marketing and E-Commerce , so you can apply them in real time paid projects and gain experience for lifetime.

# Training Methodology

**Step 1. Theory & Practical Knowledge:** Each student gets access to portal [www.iiec.edu.in](http://www.iiec.edu.in) and access their personalized course dashboard where you get access to course modules. These modules include E-Books, Practical Video Lectures, Power Point presentations , White Papers, Case Studies, Assignments & a Quiz at the end of each Module.

**Step 2. Online Live Mentorship:** The Courses are taught practically by different domain experts via Live Streaming Training.

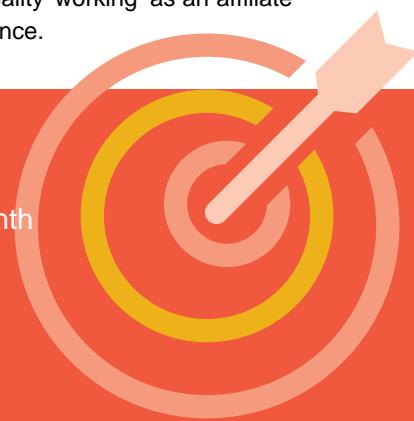
**Step 3. Virtual Internship :** Anytime during the program the student undergoes a virtual Internship on a real time project.

**Step 4. Certification Exam:** To keep the standards higher in development of quality work force , the students who have secured a minimum of 60 % marks in the CEP in E-Commerce Business Management certification Exam, will be presented with the digital certificate.

**Step 5. Freelance Opportunity:** Post Course Completion the students get opportunity to work with IIECs partner E-CommerceCompanies where they acquire experience by implementing their imagination & creative thoughts into reality working as an affiliate marketer where student gets paid according to thier performance.

## Program Support

- You can access course materials 24x7 for 3 month
- You can access instructor through email or hat.



## CEP FEES & ADMISSION REQUIREMENT

Our CEP program is a Real time practical certification program open for any one interested in Building career in E-Commerce Business Management,Startup can benefit by learning about E-Commerce Business Management & Working Professional get better Jobs and Promotions with this skill.

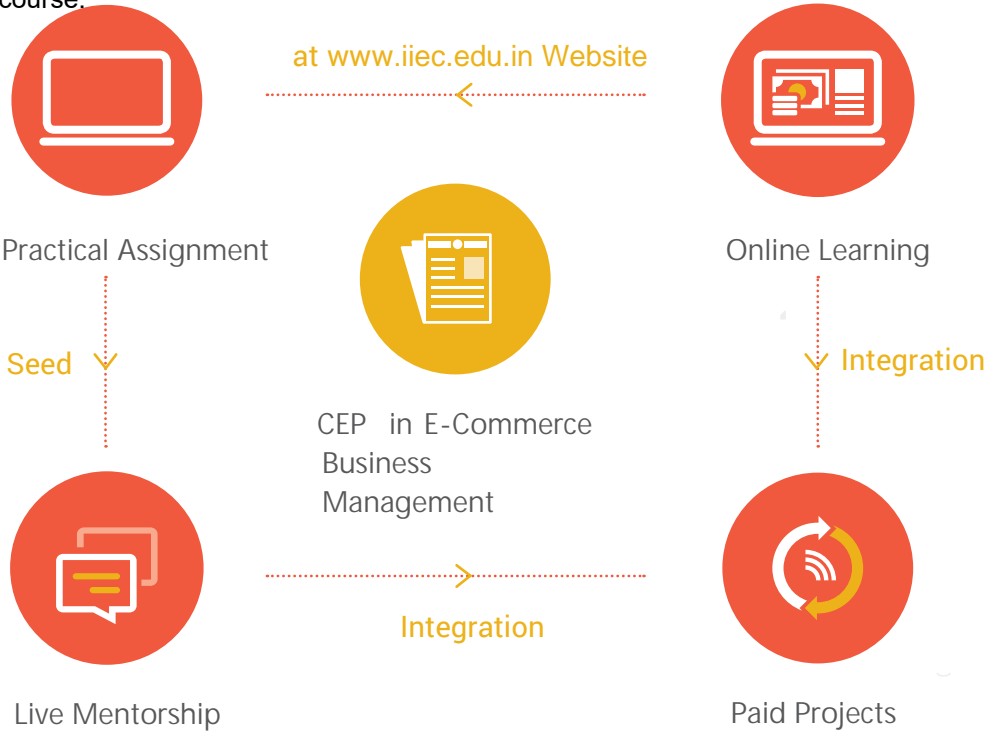
### WHAT YOU GET

- Online Video Lectures at IIEC Website
- Live Mentorship Session from time to time
- Online Virtual Internship
- Access to Free Software & Tools
- Freelance Opportunities
- Online Exam
- CEP Certification

**FEES INR 25,000/-**

# LEARNING PROCESS

IIEC is trying to give the best of teaching and learning experience to students through unique hybrid course curriculum. IIEC constantly adds value to the system by leveraging on the process of learning, engaging and building interactive contents in the course.



**Step 1: Online Learning:** Access to practical strategies on E-Commerce & Digital Marketing, Video lectures, SEO & Social Media software tools, E-Books on Digital Marketing, recent E-Commerce Market Research Documents, Important Case studies and more in [iiec.edu.in](http://iiec.edu.in)

**Step 2: Live Mentorship:** Online live lectures gives "practical know how" on E-Commerce Business Management tips and tricks of Digital Marketing. Online interaction with professors, sharing document content and participating in Live sessions.

**Step 3: Practical Assignments:** Real time learning opportunities through virtual and tactical team building and endurance activities to improve digital marketing knowledge

**Step 4: Paid Freelance Projects:** Access to the Affiliate marketing network to help you earn from our strategic E-Commerce partners.

# 73%

B2B business decision makers say branded content helps them make better purchase decisions

# HOW STUDENTS LEARN ONLINE

Once the student registers for CEP in E-Commerce and Digital Marketing Program, the student gets access to the Live Mentorship, IIEC Video Lecture Series and also Online Lectures for 60 Hours. Students also go through virtual internship and paid project works to gain practical experience in digital marketing and online business.



## Live Mentorship

 Mentors

- Imp. Tips & Tricks
- Live Streaming
- Learn Practically
- Videos are Shared after Class.
- Time Based Program



## Virtual Internship

 Companies

- Incentive Based
- Online / Virtual
- Work from Home
- Learn Practically at iiec.edu.in
- Manage IIEC Operations
- Digital Marketing for IIEC



## Certification & Paid Projects

 Affiliate

- Online Exam 2 Hours
- 100 Multiple Choice Questions
- 60% to get Certified
- CPS Affiliate Marketing
- Start your Own Startup
- Work Virtually / Online

# 81%

IIEC Students Work with us  
 gain Practical Experience and  
 earn upto 1Lac Per Month

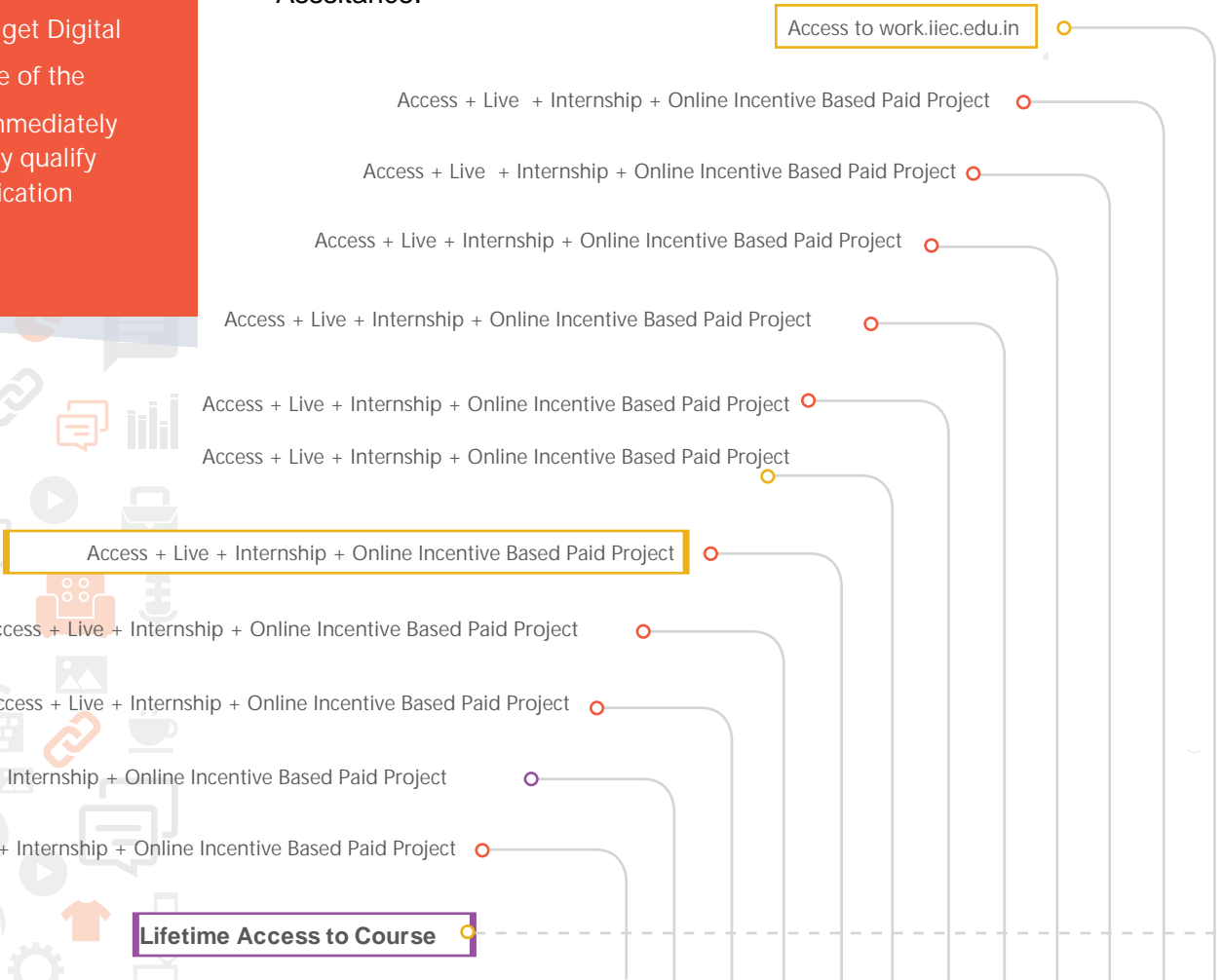
# COURSE TIMELINE



Students get Digital Certificate of the course immediately when they qualify the certification exam

## 3 month Online Course with Performance Based Freelance

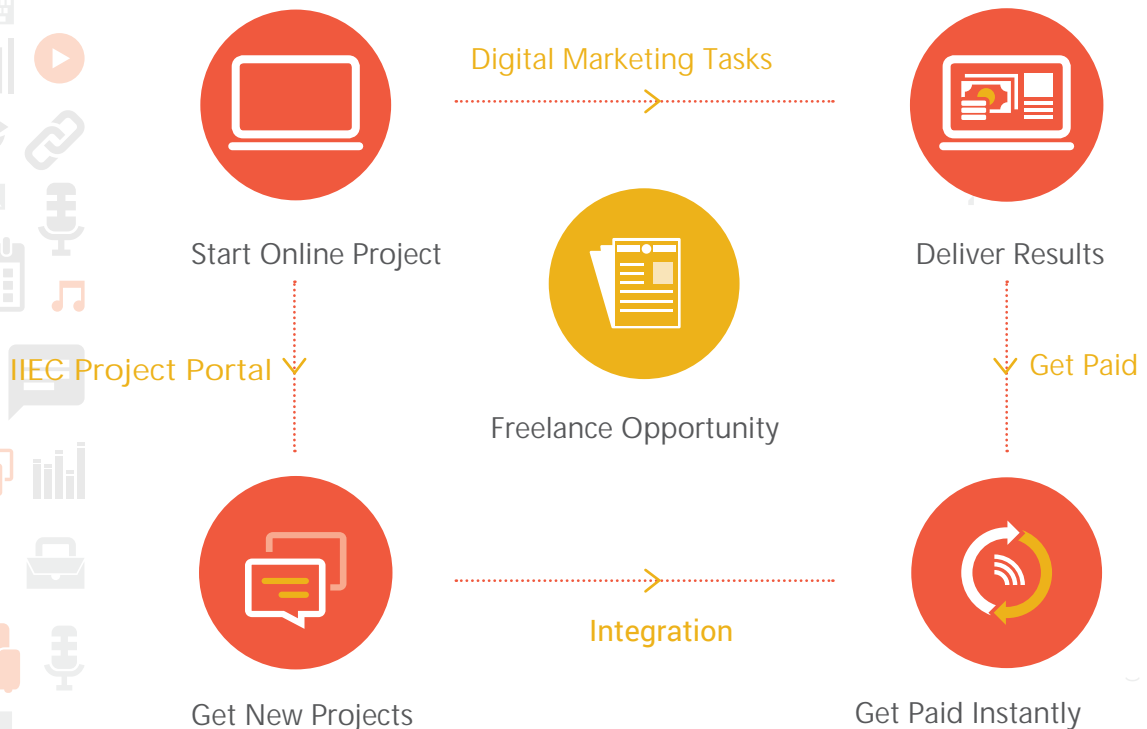
**Opportunity:** We give you access to the website which includes Practical Lecture Series, Live Mentorship, Assignments, Online exam, Certification, Virtual internships, Freelance Opportunity to work with us & Placement Assistance.



**CEP COURSE TIMELINE**      Sep   Oct   Nov   Dec   Jan   Feb   Mar   Apr   May   Jun   Jul   Aug

# FREELANCE OPPORTUNITY

Every IIEC Students gets the chance to work as freelance consultant on digital marketing with some of the best online companies like [alibaba.com](http://alibaba.com), [amazon.com](http://amazon.com) and other E-Commerce Partners as they have tied up with IIEC for performance based paid projects. The student gets real time opportunity to make an earning as a freelance consultant for these companies.



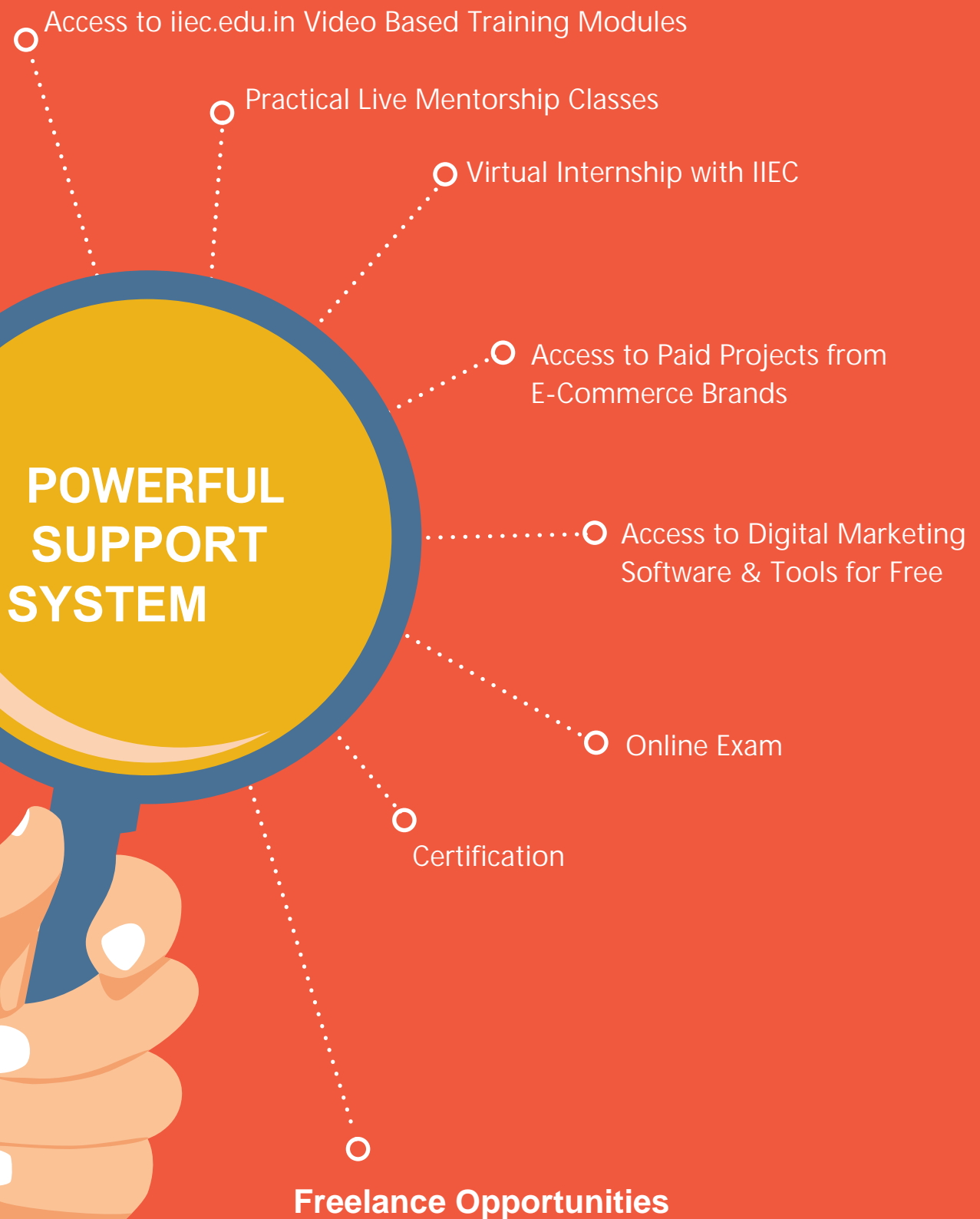
### Paid Project benefits:

Students earn upto 6 lacs Per Annum based on their performance Practically both options are available online and on field eg: Seller Acquisition, B2B Connect, Buyer Search, Social Media Marketing, Affilaite Marketing etc for E- Commerce Companies and learn E-Commerce Business Management practically

# 92%

Paid Projects are Performance Based and students enjoy the experience.

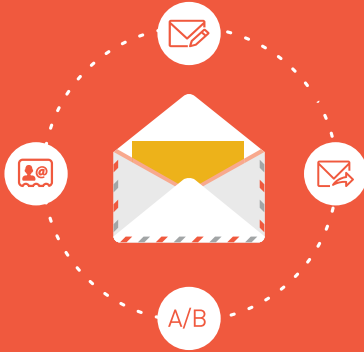
# IIEC'S SUPPORT TO STUDENTS





# ADMISSION PROCESS

## 1. Eligibility



For Indian Participants: 12th or Diploma (10+2) from recognized university in any discipline.

For International Participants: Undergraduate or equivalent degree from any recognized Board, University or Institution in their respective country.

For Indian and International Participants: Interns or Working professionals.

## 2. Assessments



A minimum of 70% attendance to the video lectures and completion of all CEP course modules [www.iiec.edu.in](http://www.iiec.edu.in) is a prerequisite for the successful completion of this programme. There may be periodic evaluations built in through the duration of the course. These may be in the form of a quiz, assignment, project or other objective /subjective assessments as relevant and applicable to the programme. The evaluations are designed to ensure continuous student engagement with the course and encourage learning. Participants who successfully complete the same with minimum of 60% marks and register the requisite attendance, will be awarded a CEP Certificate by Indian Institute of E-Commerce.

## 3. Enroll Here



On the payment of programme fees of Rs 25,000/- you will get access to the program for 60 Hours with Live time access

You can pay the fees online directly following this [Link](#) or you can deposit the fees to us in the following Bank account:

**INDIAN INSTITUTE OF ECOMMERCE**  
 ICICI BANK Account Number: 625305500168  
 Kumara Park Branch, Bangalore.  
 IFSC CODE: ICIC0006253

# SAMPLE CERTIFICATION

## INDIAN INSTITUTE OF E-COMMERCE BANGALORE

An autonomous governing body registered under section 8 of ministry of corporate affairs  
# 22nd Floor, World Trade Center, Bangalore, Karnataka. Pin : 560 055, India.

Student ID : BYZPS7318000165H



Certification No:

PG17938001EW164J

### CERTIFICATE OF COMPLETION

This is to certify that Rajeev Kumar Gupta  
has been formally evaluated for experience, knowledge & skills in the  
specialized area of E-Commerce, E-Business & Digital Marketing and has  
successfully completed the **Certified E-Commerce Professional**  
in testimony whereof, we have subscribed our signatures under the seal  
of Indian Institute of E-Commerce, India.

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# SAMPLE CERTIFICATION

Date June 25th 2017

Chairman

Program Director

# IIEC Student Testimonial



## BRILLIANT COURSE OF ECOMMERCE MANAGEMENT!!



This is a great course to help out the people who don't know anything about starting an eCommerce business. How to build a website, strategies to be followed..relevant content and tag manager usage and soon.. It's very informative yet not overwhelming for first timers. Instructors explains the topics very well. Thanks IIEC!



## APPRECIABLE COURSE OF ECOMMERCE...!!



This course covers the importance of eCommerce management concepts and building of particular eCommerce Websites. Great experience learning this course and good course Thanks alot to Indian Institute of eCommerce!!



## AMAZING COURSE TO START A WEBSITE DEVELOPMENT!!



I enjoyed this course and learnt how to make a eCommerce website with WordPress. The Instructors explained the whole course very easy and outstanding way which increase my interest. I highly recommend to everyone who want to learn the build an eCommerce website using WordPress.



## AMAZING COURSE!!



Great course that will take you through a thrilling journey of building an e-commerce website in no time! well structured and the instructor is excellent!



## RECOMMENDED COURSE!!!



Must course for people who are passionate in entering into e-commerce development. The content coverage and delivery is excellent and now I feel more confident to develop a competence in this area of my fascination.



## ADDED VALUE..!!



Course was embedded with excellent stuff and covers many other uses related to e-commerce. Very satisfied, recommended course!



## VERY HELPFUL COURSE!!



This was my first exposure to creating an ecommerce site. This course walked through all of the steps of creating a very professional looking and functional web store complete with integrated dropship. A lot of good content that gives exposure to all of the working parts. Thanks IIEC!!



## ACTIONABLE TIPS..!



Fabulous teaching with more practical sessions..I could identify more improvements in the business after implementing tips from the trainers in the real websites of my business!well done IIEC!!



## FABULOUS COURSE WITH EASY TIPS!!



Use of actual real world examples to explain topics helped. And in course of the same, other useful topics were also covered. This is the best beginner course for ecommerce out there which turns a beginner to expert...Thanks IIEC!!



# Learn Certify Work Earn Success

**For Admissions**

Call: Santosh C  
Mobile: (+91) 9986511467  
E-Mail: santosh@iiec.edu.in  
Website: www.iiec.edu.in

**Deposit Fees:**

Indian Institute of ECommerce  
Ac/ No: 625305500168  
ICICI BANK, Kumara Park  
Branch, Bangalore.  
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