



## OFFICE OF THE REGISTRAR

REG/017/24/5496

Date: September 11, 2024

### NOTIFICATION

The Rector on the recommendation of Project Director, Academy of International Certification (AIC) has been pleased to approve the launch of 4 Weeks “E-Commerce Course: Build, Grow and Scale your online Business” under the AIC, in anticipation of the approval of the Academic Council.

The details are attached at **Annexure I**



(Ali Aslam)  
Registrar

C.C

1. Rector
2. Pro-Rector (Academics)
3. Project Director, AIC
4. Manager, ERP
5. Admission Office
6. Office Record

## **Terms of Reference (TOR) for E-Commerce Course Approval by the Academic Council**

**1. Objective:** The primary objective of this proposal is to seek approval from the Academic Council for the launch of a comprehensive E-Commerce course at the University of Lahore. This course aims to equip students with the skills necessary to thrive in the rapidly expanding digital economy.

### **2. Course Overview:**

- **Title:** E-Commerce Mastery: Build, Grow, and Scale Your Online Business
- **Duration:** 4 weeks (twice a week)
- **Target Audience:** Aspiring entrepreneurs, small business owners, marketing professionals, and students interested in digital commerce.
- **Enrollment Fee:** Rs. 20,000 per student

### **3. Scope:**

- The course will cover topics including setting up an online store, digital marketing strategies, managing e-commerce platforms, and scaling online businesses.
- Practical learning will be emphasized through real-world applications and hands-on experience.

### **4. Justification:**

- The e-commerce sector is a rapidly growing industry with significant opportunities for both entrepreneurs and professionals.
- By introducing this course, the University of Lahore will address the educational needs of students and professionals seeking to enter or excel in the digital economy.
- The course is expected to enhance the university's curriculum and attract new students.

### **5. Deliverables:**

- Approval from the Academic Council for the course structure, content, and delivery method.
- Coordination with industry professionals for course delivery.
- Marketing and promotion strategies to ensure adequate enrollment.

### **6. Responsibilities:**

- **Course Director:** Oversee the development and implementation of the course.
- **Faculty Members:** Deliver course content, assess student performance, and provide feedback.
- **Marketing Team:** Promote the course through various channels to ensure enrollment targets are met.
- **Finance Team:** Manage budgeting, revenue collection, and reporting.

**7. Timeline:**

- **Proposal Submission:** 25<sup>th</sup> August
- **Course Launch:** 1<sup>st</sup> September

**10. Evaluation:**

- The success of the course will be evaluated based on enrollment numbers, student feedback, and financial performance.

**11. Approval:**

- The proposal seeks the Academic Council's approval to move forward with the course development and launch.

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**Budgeting and Revenue Details Per Month**

- **Enrollment Fee Per Student - One Time Payment:** Rs. 20,000
- **Number of Classes:** 3 /Day
- **Class Time:** 1.5 hours
- **Students per Class:** 30
- **Total Students:** 90/Month

**Total Revenue Generated:**

- Rs. 1,800,000 (from 90 students across 3 classes)

## **Curriculum for the E-Commerce Course: "E-Commerce Mastery: Build, Grow, and Scale Your Online Business"**

**Duration:** 4 Weeks

**Class Frequency:** Twice a Week

**Total Sessions:** 8

**Target Audience:** Aspiring entrepreneurs, small business owners, marketing professionals, and students interested in digital commerce.

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### **Week 1: Introduction to E-Commerce**

#### **Session 1: Understanding E-Commerce**

- Overview of E-Commerce and its importance in the modern business landscape
- Types of E-Commerce business models (B2B, B2C, C2C, etc.)
- Current trends and future outlook in the E-Commerce industry
- Case studies of successful E-Commerce businesses

#### **Session 2: Setting Up an Online Store**

- Choosing the right E-Commerce platform (Shopify, WooCommerce, etc.)
- Domain selection, hosting, and setting up the online store
- Basic website design and user experience principles
- Overview of payment gateways and securing online transactions

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### **Week 2: Product Management and Fulfillment**

#### **Session 3: Product Listing and Inventory Management**

- Creating effective product listings with compelling descriptions and images
- Pricing strategies and competitive analysis
- Managing inventory and understanding stock levels
- Introduction to drop shipping and third-party logistics

#### **Session 4: Fulfillment and Customer Service**

- Order processing and fulfillment strategies
- Handling shipping and returns efficiently
- Ensuring top-notch customer service and support
- Building customer loyalty and handling complaints

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## **Week 3: Digital Marketing Strategies**

### **Session 5: SEO and Content Marketing**

- Basics of Search Engine Optimization (SEO) for E-Commerce
- Creating content that drives traffic and converts visitors
- Blogging, product reviews, and video marketing
- Using content to build brand authority

### **Session 6: Social Media and Paid Advertising**

- Overview of social media platforms and their roles in E-Commerce
- Running effective paid advertising campaigns (Google Ads, Facebook Ads, etc.)
- Measuring the ROI of your digital marketing efforts
- Strategies for remarketing and customer retention

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## **Week 4: Analytics, Optimization, and Scaling**

### **Session 7: Analytics and Performance Tracking**

- Introduction to Google Analytics and other tracking tools
- Key performance indicators (KPIs) for E-Commerce success
- Analyzing sales data, traffic sources, and customer behavior
- Using data to make informed business decisions

### **Session 8: Scaling Your E-Commerce Business**

- Strategies for scaling your online store and increasing revenue
- Expanding to new markets and internationalization
- Automating processes and outsourcing tasks
- Future-proofing your E-Commerce business and keeping up with trends

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### Final Project:

- **Build Your Online Store:** Participants will work on setting up their own online store, applying the concepts learned throughout the course.
- **Presentations:** Each participant will present their store, including their product listing strategy, digital marketing plan, and growth strategy.

**Certification:** Participants who successfully complete the course and final project will receive a E-Certificate of Completion from the University of Lahore.

### **Approval:**

Approved by: Prof. Dr. Muhammad Ashraf (*H.I., S.I., PoP*)  
Rector, University of Lahore

Date: 27<sup>th</sup> August