

## HIGHER NATIONAL DIPLOMA IN E-COMMERCE

### Overview

This HND Programme provides attendees with essential knowledge and skills across key areas of e-commerce. It equips attendees with up to date real time skills and information required to succeed in this fast paced dynamic marketplace. Students are introduced to e-commerce & digital business with definitions and concepts explored before moving onto essentials to include e-commerce business models, e-commerce sales channel options, social commerce, content management for e-commerce success, e-commerce website design, functionality & security; Other important aspects examined include managing and improving the buyer journey online, customer expectations for online shopping, e-commerce and the service industry, with each lecture delivered incorporating a combination of slide presentation & case studies with a practical e-commerce final project assignment.

**Why Study E-Commerce?** E-Commerce represents a massive opportunity for sole traders, start-ups and established businesses to grow rapidly and be successful in gaining new customers locally, nationally, and globally. No retail business is too small or too well established not to consider e-commerce as part of their strategy going forward.

The e-commerce marketplace is experiencing major growth fuelled by growing consumer demand for fast, easy, convenient and friendly online shopping experiences. Knowledge, understanding, and skills in e-commerce are currently in very high demand, which is probably essential for anyone involved in online retail, sales, marketing, business development, as well as graduates, entrepreneurs and business owners.



Program	Higher National Diploma In E-Commerce
Credit Hours	36 Credits
Duration	One Academic Year

MAIN TOPIC	CREDIT HOURS
Introduction to Electronic Commerce	3
E-commerce: Big Business Big Opportunities	3
E-commerce: Business Models	3
Sales	3
Ecommerce Marketing Strategy	3
Consumer Behavior	3
Building A Successful E-Commerce Business	3
E-commerce Website	3
E-commerce Trends	3
E-commerce In The Future	3
Digital Marketing	3
Practical Training	3