

ICDL Professional

E-COMMERCE



The E-Commerce module covers the main concepts of e-commerce and develops an understanding of how to set up, manage and maintain a store on an online platform, a social media platform and an e-commerce marketplace.

From startups to small businesses, right through to huge brands, most companies can benefit from their own e-commerce website, to sell their own services or products. In today's competitive and convenience-focused society, consumers are attracted to an efficient online shopping experience, making e-commerce a vital tool for business.

The E-Commerce module is suitable for anyone who would benefit from promoting and selling products or services online. E-commerce offers businesses a whole range of benefits, from marketing opportunities, to increasing product ranges, to generating more sales and with an optimised and well developed website.

**Develop the
essential
concepts and
understanding
related to the
fundamentals
of e-commerce**

The E-Commerce module is part of ICDL Professional, designed to meet the needs of modern professionals in a range of sectors.

Main learning outcomes

Successful candidates will have the knowledge to select an appropriate e-commerce solution and understand how to plan, implement, manage and maintain the e-commerce solution. They will be able to:

- define key concepts of e-commerce and the e-commerce ecosystem, including its social and economic impact
- identify the main types of e-commerce transactions and e-commerce business models
- recognise key e-commerce adoption goals and planning considerations
- Identify various e-commerce presence options
- Recognise the key skills in setting up a store on an online platform, a social media platform and an e-commerce marketplace
- Identify common e-commerce marketing tools and e-commerce performance metrics

Module Overview	
Category	Skill Set
Overview and planning	<ul style="list-style-type: none">• E-Commerce overview• E-Commerce business models and planning
E-Commerce infrastructure	<ul style="list-style-type: none">• Online store platform• Social commerce platform• E-Commerce marketplace
E-Commerce implementation and engagement	<ul style="list-style-type: none">• E-Commerce implementation• E-Commerce engagement

Why certify with ICDL?

- ICDL certification is internationally recognised by employers and institutions.
- ICDL modules are developed with input from computer users, subject matter experts, and practising professionals from all over the world.
- The regularly updated syllabus content reflects day-to-day tasks and responsibilities typical of job roles.
- ICDL modules focus on skills acquisition as well as an understanding of concepts.
- ICDL syllabus content is vendor-independent so that skills and knowledge are transferable.
- ICDL has rigorous Quality Assurance Standards (QAS) and regular quality audits are conducted internally and externally.

