



**REPORT ON Certificate Course –E-Commerce**

**Certificate Course – on E-Commerce**

<b>Date:</b> 26 <sup>th</sup> and 27 <sup>TH</sup> Nov'21 3 <sup>rd</sup> ,4 <sup>th</sup> and 12 <sup>th</sup> Dec'21	<b>Venue: Online Zoom Meeting Room</b>
<b>Time: 3.30 to 5.30pm</b>	<b>Conducted for Second Year Students of RVIM</b>
<b>No. of Participant: 64</b>	<b>Event Coordinator: Prof. Uma Sharma and Prof. Payal Jindal</b>
<b>Objectives:</b> <ul style="list-style-type: none"><li>▪ Introduce students to E-Commerce technology</li><li>▪ Provide hands –on lab driven session to apply the learnt models of E-Commerce..</li></ul>	
<b>Agenda/Flow of the Event</b> <ul style="list-style-type: none"><li>- Introduction of the resource person Mr.Sameer Muthalik Desai from Pebble Connect.</li><li>-</li></ul>	
<b>Brief Profile of the Resources Person:</b> • Mr.Sameer Mutalikdesai, Qualification: B.E Mechanical Engineering from SDMCET 2008. Experience: Worked with IT Majors like Infosys, Siemens, Robert Bosch before deep diving into Internet Marketing.Founder and Digital Marketing Head of Popular Ecommerce “Hemmeya Kannadiga” Brand.	

Center for Career Development organised the Certification Course in E-Commerce . This is certification course conducted for second year MBA students. This course is given part of the Domain specific skills training. These domain specific skills are organised with an objective of providing students with job –skills that ensure job readiness.

**Objective of the Certificate Course –**

- Introduce students to E-Commerce technology
- Provide hands –on lab driven session to apply the learnt models of E-Commerce..

**Certificate Course –Sessions Details:**

.The certificate session was conducted for two hours per session, total of 10 hours. These sessions were led by the resource person. Sessions were hands on lab sessions. Each participating students had the access to learn along as the session was delivered.

**The topics covered in the session are:**

- Overview of E-commerce, Types of E-commerce, Business model of-Commerce, Website Platforms
- Product design, Cataloguing, Payment gateway types.
- E-commerce order processing, shipping platforms, Customer data management.
- E Commerce tools, apps, E-Commerce metrics
- E-Commerce marketplaces, Drop shipping, Affiliate marketing.

**Take away from the session:**

- Certification course gave the students an understanding on the E-Commerce Industry
- Certification course training gave hands on experience of managing the E-commerce business process, marketing and consumer retention for any E-commerce company.
- Students have earned 10 hours training certification.

**Feedback of Students:**

All participating students have given satisfactory feedback. All students have cleared the post course test and successfully earned a certificate of 10 Hours training.

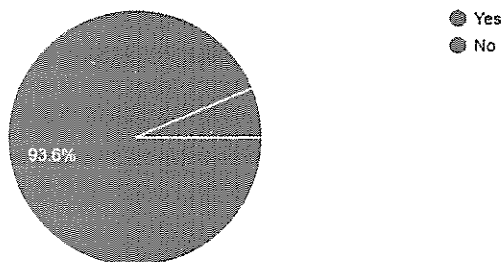
**Students Feedback for the Session:**

- Student feedback on the session is highly satisfactory.
- Relevance of the training certification was also ranked as satisfactory.

**Feedback on Certificate Course Resource Person being Informative.**

The content of the certificate course was covering all topic of the subject -E Commerce.

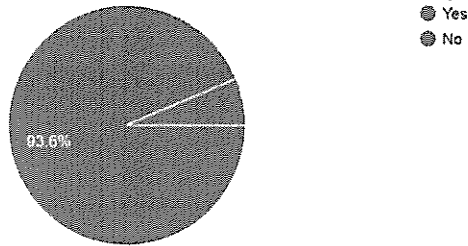
47 responses



**Feedback on Certificate Course**

## Feedback on Certificate Course

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47 responses

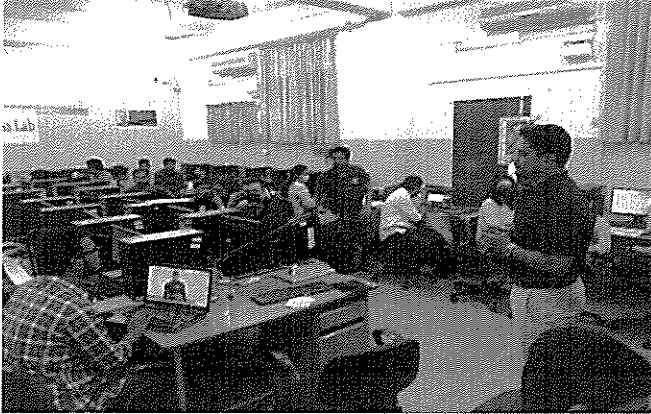


## Registered Students list

Registration Details of Certificate Course Students (Date: 10/11/2023)

No.	Name of Student	Gender	2023/24	2024/25
1	Abhishek K			
2	Abhishek K			
3	Abhishek K			
4	Abhishek K			
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46	Abhishek K			
47	Abhishek K			

Photo showing the Certificate Course sessions



*Kalhana*  
FDP-Coordinator

*[Signature]*  
Director-RVIM