



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 be 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	• E-Commerce overview • E-Commerce business models and planning
E-Commerce infrastructure	• Online store platform • Social commerce platform • E-Commerce marketplace
E-Commerce implementation and engagement	• 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.

