



REPORT ON

CERTIFICATE COURSE IN E – COMMERCE

Prerna College of Commerce

Program: Certificate Course in 'E – Commerce'

Speakers: Dr Hariom Punyani, Dr Pushpendra Sir, Dr Bharti Deshmukh, Mr. Chandrashekhar Tople, Ms. Dipawali Randive, Ms. Poorva Wagh, Ms. Afsha Khan, Ms. Sakshi Shivhare, Mr. Gaurav Gajbe.

Date and Time: 10th October 2022 to 20th October 2022 from 04.00 pm to 7.00 pm.

Objectives: -

1. To make students understand the significance of E-Commerce.
2. To cover all the aspects of E-Commerce right from the basics to advanced concepts.
3. To know various definition and concept included in E-Commerce.
4. To grasp all the important aspects of E-Commerce to remove all the doubts relating to E-Commerce.
5. To know how to do E-Commerce marketing on various online sources such as Facebook, Twitter, Instagram and You Tube.

Highlights: -

- 1. Day 1 (Topic: The Fundamentals of E-Commerce)**
The Fundamentals of E-Commerce were well stated by Dr. Hariom Punyani as the foundational technology of the information economy and clarified the aim itself. By consciously studying, using, and growing e-commerce, we must seize this business opportunity and strengthen it, further, enabling e-commerce to better contribute to the economic development of society.
- 2. Day 2 (Topic: Significance of E-Commerce and Its Benefits)**
Ms. Sakshi Shivhare explained the significance of E-Commerce and how business transaction can be done in various ways such as B2B, B2C, C2B and C2C.
- 3. Day 3 (Topic: You Tube Marketing)**
Ms. Dipawali Randive gave a clear picture to the students about YouTube Marketing is the process of promoting business on YouTube through videos and ads.
- 4. Day 4 (Topic: How to Get Competitor Analysis)**
Ms Afsha Khan conducted a session on How to Get Competitor Analysis where she defined competitor analysis as identifying our competitors and also gathering information, about strengths, weaknesses of the competitors.



PRERNA COLLEGE OF COMMERCE

(Run by PRERNA SEWA MANDAL, Regd. No. Sr Act 1860-370/83, BPT Act - 1950. F/3826)

Reshimbag Square, Nagpur - 24

Govt. Recognised & Affiliated to Rashtrasant Tukadoji Maharaj, Nagpur University

NAAC (UGC) ACCREDITED INSTITUTION 'B' GRADE (CGPA - 2.32)

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5. Day 5 (Topic: Video Keyword Research)

Dr Pushpendra described keyword and key phrases which can be added in videos to help viewers to find their content.

6. Day 6 (Topic: Videos In Accordance with You Tube SEO)

Mr. Chandrashekhar Tople simplified the concept of YouTube SEO as a process of optimizing your YouTube videos and channel to increase its rankings via YouTube.

7. Day 7 (Topic: Monetizing Your Channel)

Ms. Poorva Wagh explained YouTube monetization in a very simple way as your ability to derive income from your videos

8. Day 8 (Topic: Facebook Marketing)

Dr Pushpendra took a session on Facebook Marketing and explained various advantages as reaching to a wider audience, alignment with B2B and B2C businesses.

9. Day 9 (Topic: Marketing Using Facebook Groups)

Dr Bharti Deshmukh made the students understand the concept of Marketing Using Facebook Groups. She also made them understand that Groups provide a place to connect with people who share their interests. You can create a group and connect it to your Page to help build a community with your fans and supporters

10. Day 10 (Topic: Twitter Marketing)

Dr Pushpendra conducted a session on the Valuation of rates and return. He explained the Risk return trade-off and also took the students through the calculation of systematic and unsystematic risk.

Outcomes: -

1. Students understood the basics of the E-Commerce
2. Students learnt concept of E-Commerce
3. Students got to know about techniques and impact on E-Commerce Service and Customer Engagement.
4. The course helped students to know importance of E-Commerce.
5. Students got to know various online sources to do E-Commerce marketing.

No. of Beneficiaries: Around 250 students.

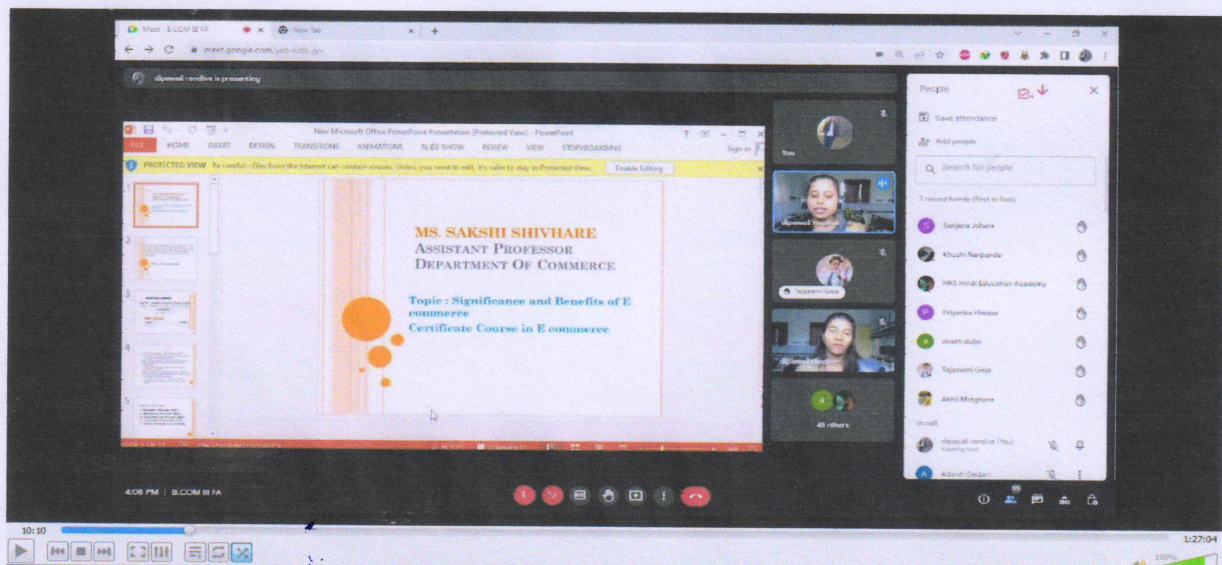
Programme Coordinator: Ms. Dipawali Randive

Glimpses of Certificate Course in E – Commerce

Selokar
25/10/22



Dr Pushpendra Kumar addressing students





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Alpha Khari is presenting

How to do a Competitive Analysis

- Determine who your competitors are.
- Determine what products your competitors offer.
- Research your competitors' sales tactics and results.
- Take a look at your competitors' pricing, as well as any perks they offer.
- Ensure you're meeting competitive shipping costs.
- Analyze how your competitors market their products.
- Take note of your competitors' content strategy.
- Learn what technology stack your competitors use.
- Analyze the level of engagement on your competitors' content.
- Observe how they promote marketing content.

21 others

Shruti Phalke is presenting

Is a Facebook page or group better for business?

- There is a difference between Facebook pages and groups.
- Facebook business pages are where you can share public updates about your business and use them for advertising.
- Facebook groups, on the other hand, take on a more conversational and community approach to marketing.

31 others