

Module 2: E-commerce

Lesson 1. E-commerce skills

Module 1 : Title

Unit 1	E-commerce skills
Topic 1	What is e-commerce?
Topic 2	Advantages/Disadvantages of E-commerce
Topic 3	Types of e-commerce
Topic 4	E-commerce skills
Topic 5	Future of e-commerce
Topic 6	Conclusion

Module: Learning Outcomes

Module 2- E-commerce

Introduction text: *Please write a short introduction text to the section, it should state what this section is about. It should be written in a motivating and appealing way. It should be addresses to the beneficiaries (migrants/refugees), meaning that you can also use the format of direct speech.*

Knowledge

Learner will get to know about:

- E-commerce types
- E-commerce future
- Skills needed for e-commerce
- Platforms where to learn or to develop e-commerce

Skills

Learner will understand:

- Clearer about e-commerce concept and it's basic structure/types
- what are the skills needed for e-commerce

Competences

A learner will be able to do on completion of a learning process:

- To use learning platforms for e-commerce skills development
- To try out platfroms that are free fro creating e-shops
- Reflect about skills they need for developing their business.

Introductory video

Please provide here the script for the short video.

Unit 1: What is an e-commerce?

Topic 1: What is e-commerce?

In era of digitalization, pandemic and breakthrough of technologies and online services e-commerce is on the wave and keeps growing its popularity ([Ecommerce Skills on Resume | Top Ecommerce Skills List \(enhancv.com\)](#))

- Ecommerce (or electronic commerce) is the buying and selling of goods or services on the Internet. It encompasses a wide variety of data, systems and tools for online buyers and sellers, including mobile shopping and online payment encryption.

Most businesses with an online presence use an online store and/or platform to conduct ecommerce marketing and sales activities and to oversee logistics and fulfillment.

According to eMarketer, in 2022, global retail ecommerce sales will surpass \$5 trillion for the first time, accounting for more than a fifth of overall retail sales. And by 2025, total spending will exceed \$7 trillion, despite slowing growth.

[Ecommerce: The History and Future of Online Shopping \(bigcommerce.com\)](#)

If you want to know more of how to start e-commerce business, read:

[How to Start an E-commerce Business: A 2023 Guide | Coursera](#)

Topic 2: Advantages/Disadvantages of e-commerce

E-commerce has many different advantages — from faster buying to the ability to reach large audiences 24/7.

Advantages of e-commerce:

- Faster buying for customers
- Companies can easily reach new customers
- Lower operational costs
- Personalized experience
- Access to new technology

Although modern ecommerce is very flexible today, it still has its own setbacks.

Disadvantages of e-commerce:

- Limited interactions with customer
- Technology breakdown can impact ability to sell
- No ability to test or try on

Topic 3 Types of e-commerce

1. Business-to-Consumer (B2C).

- [B2C ecommerce](#) encompasses transactions made between a business and a consumer. B2C is one of the most popular sales models in the ecommerce context. For example, when you buy shoes from an online retailer, it's a business-to-consumer ecommerce transaction.

2. Business-to-Business (B2B).

- Unlike B2C, [B2B ecommerce](#) encompasses sales made between businesses, such as a manufacturer and a wholesaler or retailer. B2B is not consumer-facing and happens only between businesses.

3. Consumer-to-Consumer (C2C).

- One of the earliest forms of ecommerce, consumer-to-customer ecommerce relates to the sale of products or services between customers. This includes C2C selling relationships, such as those seen on [eBay](#) or [Amazon](#).

4. Direct-to-Consumer (D2C).

- A newer model of ecommerce, D2C refers to a business that sells products directly to the end customer instead of going through a retailer, distributor or wholesaler. One common example of D2C ecommerce is a subscription-based brand such as Netflix or Dollar Shave Club.

Topic 3 (continuation)

5. Consumer-to-Business (C2B).

- C2B reverses the [traditional retail model](#), meaning individual consumers make their products or services available for business buyers. One example of a C2B ecommerce business is iStock, an online store where stock photos are available for purchase directly from different photographers.

6. Business-to-Administration (B2A).

- B2A covers the transactions made between online businesses and administrations. An example would be the products and services related to legal documents, social security, etc.

7. Consumer-to-Administration (C2A).

- C2A is similar to B2A, but instead, consumers sell products or services to an administration. C2A can include online consulting for education, online tax preparation, etc.

Topic 4. E-commerce skills. What are they?

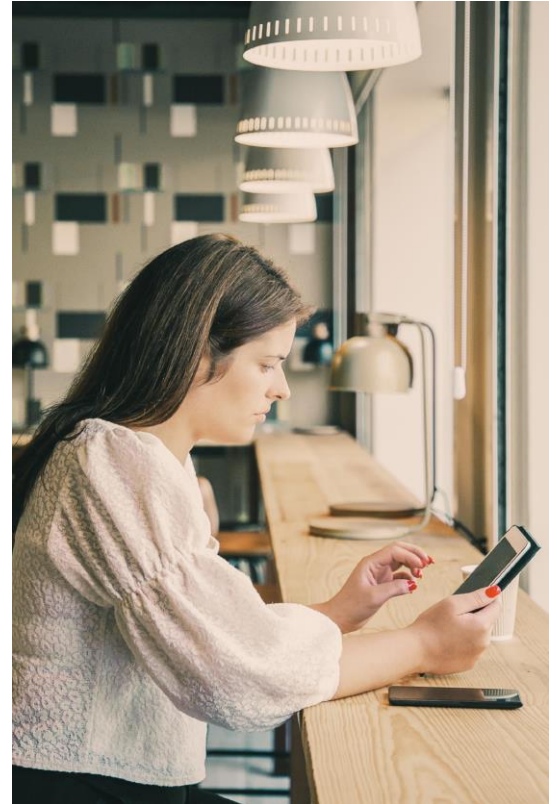
Top skills mentioned when we want to know top related skills to e-commerce:

- Marketing
- Project Management
- Sales
- Digital Marketing
- Seo
- Html
- Google Analytics
- **Business Development**
- Crm
- Jira
- Analytics
- Social Media
- Sql
- **Wordpress**
- Leadership

Topic 4 (continuation)

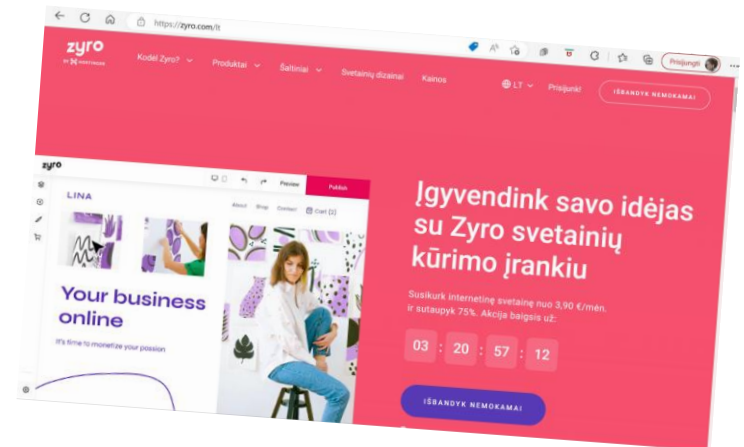
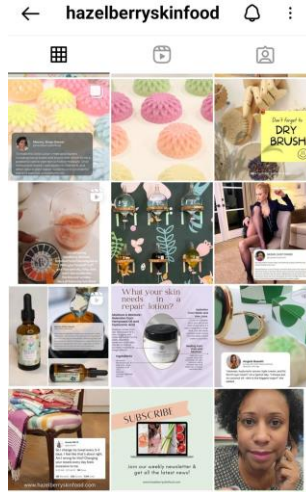
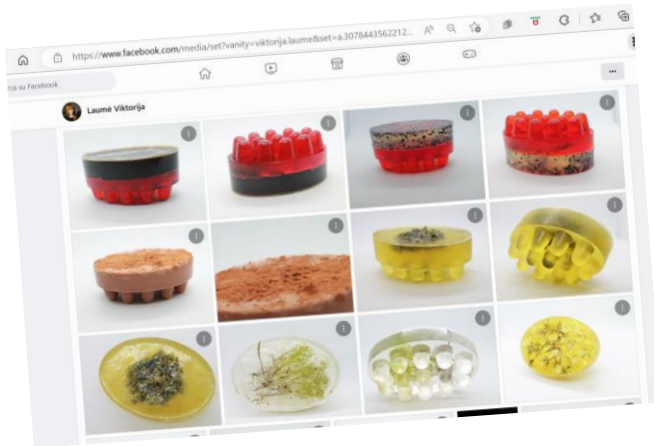
These are the top skills mentioned when we want to know top related skills to e-commerce. They are quite a few. However, according to the research made by YouGo, women, when asked, what skills they lack, answered: **Digital marketing, Marketing, Social Media** and also some skills connected to sales, like Finding the Customer. Those are main skills we will focus in this chapter on

It is important to have these skills when you want to start online business and create online platform, attract customers, network and keep good relationships with your clients and stakeholders. That adds a leadership skill and project management skills



Topic 4.1. Social Media and Platforms to start with

Social Media using is inevitable if you want to create business. The most popular platforms for creating your business from scratch and for free are usually Facebook and Instagram as they provide with good features to start with. Different countries also have different cheap platforms, like Zyro, which have monthly plans and for few euros you can get a package of features, suggestions for how to write text and even how to make basic version of logo. Some of the examples of e-shops on these platforms you can see below from Good Practices from Lithuania.



Topic 4.2. Digital Marketing, Sales, Right client.

Digital Marketing is one of the week spots of women we have questioned for a research. Some of them, from Good Practices were good at Digital Marketing, but some were not and had an issue selling exactly because they didn't know how to make it happen.

Digital Marketing is important when you have online business, as it helps to attract customers and keep community of customers alive, striving and growing. In consequence to growing customer community, the sales grow.



Topic 4.2. (continuation)

So, how to reach efficient Digital Marketing?

We make Marketing to make our product visible. More visible it is – more chances to attract right clients and sell more. In short:

1. On platform like Instagram/Facebook, you can make different free stories, reels or live transmissions where you can present your product, show how it's made and in that way show your product to vast audience.
2. Use hashtags, so that you can be more visible.
3. Make stories every day. As a rule, more stories/pictures/reels or similar you will make consistently, more people you will reach and be more visible/recognisable online.

To go deeper in the topic, you can always find courses online on Udemy or Coursera that talk only about Digital Marketing and even get certification online that will be valuable for your LinkedIn profile.

Topic 4.2. (continuation)

Biggest question of women who want to start business is how to find customer, but we have answered that already. More visible you are – more clients you can reach. However, before looking for clients and putting ads everywhere, you have to ask yourself couple simple question:

- Who do I want to reach? (creative people, people who value art, women...)
- Where can I find this group/ these groups?
- If you chose the group of „women“, where can you reach them online, which pages do they visit?

Answer can be: Instagram, as they watch variety of reels there. From there, if you make a business or influencer account, you can direct your target group to your webpage or platform that you have created.

- If you chose „creative people“, again, where can you find them online? Some facebook groups for creative people? Or some blogs, some platforms, like Etsy ([Etsy Lithuania - Shop for handmade, vintage, custom, and unique gifts for everyone](#)) that supports independent creators, where you can reach customer who is looking for creative goods.

Topic 4.3. Leadership and networking.

If you want to become leader in your business and e-commerce, first thing to take in consideration is constant growth, change and solving smaller or bigger problems. One of the best platforms to follow leaders of various companies and organizations and read articles/watch videos they make is LinkedIn. If you are still not on the platform it is a MUST for a future business person. That is a great platform not only for learning but also finding valuable partners according to your field and needs (www.linkedin.com)

- One of good articles about leadership on this platform is following:

[\(80\) Must-Have Skills For An Ecommerce Leader | LinkedIn](#)

- For more general leadership advice you can read books of: Simon Sinek, Joh C. Maxwell, Jack Mayer, Maya Musk.

Topic 4.4. Project Management.

That is one of top skills that is crucial for managing any kind of business. To better manage it, you need to have different kinds of knowledge about finances, documents, marketing, clients, suppliers, keeping track of tasks of your team and tasks „to do“, also how to prevent and manage risks.

To have an extensive set of knowledge about project management you can go on Coursera platform and start Google Certificate for Project Management course. It gives all the information needed (in English only) for how to manage any kind of „project“, meaning any kind of Business, Management job or similar



Topic 5. Future of e-commerce

[Ecommerce: The History and Future of Online Shopping \(bigcommerce.com\)](https://www.bigcommerce.com)

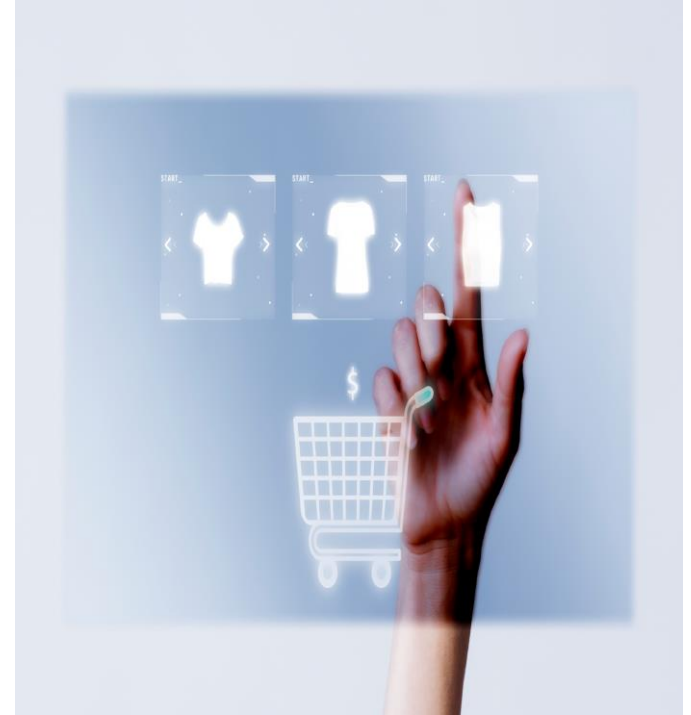
Some of e-commerce trends are:

- Robust customer journeys and personalization.
- Artificial intelligence-enabled shopping.
- Social shopping.
- Mobile commerce.
- Digital currencies, such as mobile wallets and cryptocurrency.

However, e-commerce is quite a new thing and while developing it will require to constantly keeping up with times and customer requests.

For more information on 2023 e-commerce trends, read:

[13 Ecommerce Trends You Need to Know in 2023 | Sprout Social](#)



Topic 6. Conclusion

In conclusion, it is important to know what is e-commerce in general, but more than that it's important to know that it consists of various skills needed to elaborate it, develop business and maintain clients as well as stakeholders. E-commerce doesn't only sell, it also helps to create community of clients, based on your and their common values and to expand client circles according to their interest in your products.

E-commerce follows certain philosophy of showing your product in an attractive way and publicising it as much as you can through different channels where you can reach your target group. Your marketing has to be various from photos to videos/stories/reels and giving some products for free to attract the clients.

Learning Activity 1: Title

Please provide here relevant practical tools and exercises for the specific section and elaborate a mini-toolkit (3-5 learning activities per module ideally –1 per unit). The following table provides a structure for the activities. Please describe each activity within the table. Provide additional materials for an activity as a list of links or as an annex (e.g. handouts, images, graphics, charts, presentations, games, mind-maps, videos etc.). The table is filled with one example.

Educational goal	Type of activity	Content	Additional materials
Knowledge and skills related to e-commerce and skills needed to develop it.	Multiple answer choices/free text (reflection)	After revising the Unit 2, Lesson1, answer the questions, reflect on the articles and your personal skills connected to e-commerce.	List of links, videos, books that might be useful for the target group.

Evaluation

Question 1:

What are the advantages of e-commerce (mark all that apply):

- a) Lower operational costs
- b) Limited interactions with customer
- c) Technology breakdown can impact the ability to sell
- d) Faster buying for customers
- e) Access to new technology
- f) Personalized experience
- g) No ability to test or try on

Correct answers: a), d), e), f).

Question 2:

What type of e-commerce is it when someone sells their product online to consumers? Chose the right answer.

a) Direct-to-Consumer (D2C).

b) Consumer-to-Business (C2B).

c) Business-to-Consumer (B2C).

d) Consumer-to-Administration (C2A).

Correct answer: c) Business-to-Consumer (B2C).

Question 3:

What role does Digital Marketing play for online businesses?

- a) It is not essential for online businesses.
- b) It helps to attract customers but has no impact on customer community or sales.
- c) It attracts customers, helps to keep the customer community alive and growing, and leads to increased sales.
- d) It is only essential for offline businesses, not online businesses.

Correct answer: c) It attracts customers, helps to keep the customer community alive and growing, and leads to increased sales.

Question 4:

According to the provided information, what is one of the first things to consider if you want to become a leader in your business and e-commerce?

- a) Focusing solely on your own business without considering growth or change
- b) Avoiding challenges and problems to maintain stability
- c) Embracing constant growth, change, and problem-solving
- d) Ignoring social media platforms like LinkedIn for business development

Correct answer: c) Embracing constant growth, change, and problem-solving.

Summary

In this Lesson you have learnt:

- *What is e-commerce?*
- *Its advantages/disadvantages.*
- *Types of e-commerce.*
- *Skills needed for e-commerce*
- *Platforms you can use for creating your online business: Instagram, facebook, Zyro, Etsy*
- *Platforms where you can find your client: Instagram, Etsy*
- *Platforms where you can read business articles or find partners: Linkedin, Coursera*
- *Platforms where you can learn skills and get certified: Coursera, Udemy*

Further material

- *For further reading:*

Musk, M. (2019). *A Woman Makes a Plan: Advice for a Lifetime of Adventure, Beauty, and Success*. Viking Life.

Sinek, S. (2011). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Portfolio/Penguin.

Maxwell, J.C. (2002). *Leadership 101: What Every Leader Needs to Know*. Thomas Nelson Publishers.

- *For further watching:*

- Simon Sinek: <https://youtu.be/lmyZMtPVodo>

- John C. Maxwell: <https://youtu.be/eEI9iBbXm7c>

- Shereen Mitwalli: https://youtu.be/_52E5KCKSc8

- Maria Haggio: <https://youtu.be/2dGd7-j8FOE>

References

Online articles:

- [Ecommerce: The History and Future of Online Shopping \(bigcommerce.com\)](https://www.bigcommerce.com/ecommerce-history-future/)
- [How to Start an E-commerce Business: A 2023 Guide | Coursera](https://www.coursera.org/learn/ecommerce-business-guide)
- [Global Ecommerce Forecast 2022 - Insider Intelligence Trends, Forecasts & Statistics](https://www.insiderintelligence.com/ecommerce-forecast-2022)
- [Ecommerce Skills on Resume | Top Ecommerce Skills List \(enhancv.com\)](https://www.enhancv.com/ecommerce-skills-resume)
- [13 Ecommerce Trends You Need to Know in 2023 | Sprout Social](https://www.sproutsocial.com/blog/ecommerce-trends-2023)

Platforms mentioned in lesson:

- Instagram – www.instagram.com
- Facebook – www.facebook.com