



The Digital Skills Standard

ICDL Professional

E-COMMERCE

Syllabus 1.0



Syllabus Document



Purpose

This document details the syllabus for the e-commerce module. The syllabus describes, through learning outcomes, the knowledge and skills that a candidate for the e-commerce module should possess. The syllabus also provides the basis for the theory-based test in this module.

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E-Commerce Module

This module sets out essential concepts and skills relating to the fundamentals of e-commerce.

Module Goals

Successful candidates 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 store platform, a social media platform and an e-commerce marketplace.
- Identify common e-commerce marketing tools and e-commerce performance metrics.

CATEGORY	SKILL SET	REF.	TASK ITEM
1 Overview and Planning	<i>1.1 E-Commerce Overview</i>	1.1.1	Define the terms e-commerce, e-commerce ecosystem.
		1.1.2	Identify the main components of an e-commerce ecosystem like: marketing, platforms, data processing, payment services, warehousing and logistics, communications.
		1.1.3	Identify key external factors supporting an e-commerce ecosystem like: trust, digital readiness, regulations, economic factors, social norms.
		1.1.4	Identify the main types of e-commerce transactions like: B2B, B2C. Recognise key trends in B2B and B2C e-commerce transactions like: cross-border, user convenience, focus on purchase experience, use of AI.
		1.1.5	Recognise economic impacts of e-commerce like: greater market access, increased competition, reduced time to market.
	1.1.6	Recognise social impacts of e-commerce like: digitalisation, greater choice for consumers, new opportunities.	
	<i>1.2 E-Commerce Business Models and Planning</i>	1.2.1	Identify the main e-commerce business models like: direct to consumer, wholesale, retail digitalisation, dropshipping, reselling, white labelling, subscription.

CATEGORY	SKILL SET	REF.	TASK ITEM
2 E-Commerce Infrastructure	<i>2.1 Online Store Platform</i>	1.2.2	Recognise key e-commerce adoption goals like: reach new customers, create a differentiated customer experience, create a unique value, reduce costs.
		1.2.3	Recognise key considerations in planning an e-commerce business like: potential investment, product, potential buyers, platform, promotion, performance.
		1.2.4	Recognise the importance of product, market and competitor analysis. Identify examples of common tools for product, market and competitor analysis.
		2.1.1	Recognise common online store platforms. Identify examples of online store implementation.
	<i>2.2 Social Commerce Platform</i>	2.1.2	Recognise features of an online store platform like: website theme, design flexibility, brand identity, connection to sales channel on marketplaces and social media, customisation.
		2.1.3	Recognise key steps to set up a store on an online store platform like: create an account, customise a theme, create business identity, add product related information, set store policies, shipping options, other preferences.
		2.2.1	Recognise common social commerce platforms. Identify examples of a social commerce implementation.
	<i>2.3 E-Commerce Marketplace</i>	2.2.2	Recognise features of a social commerce platform like: posts, image sharing, link to online store, engagement with potential customers, personalised customer experience, multimedia presentations.
		2.2.3	Recognise key steps to set up a business presence on a social commerce platform like: set up a business account, select checkout method, select sales channel, add products, manage shop, manage sales channels.
		2.3.1	Identify types of e-commerce marketplaces like: vertical, horizontal. Identify common examples of e-commerce marketplaces.

CATEGORY	SKILL SET	REF.	TASK ITEM
3 E-Commerce Implementation and Engagement	<i>3.1 E-Commerce Implementation</i>	2.3.2	Recognise features of an e-commerce marketplace like: high traffic volume, shopping search engine, search result page, product page, customer reviews.
		2.3.3	Recognise key steps to enable selling on an e-commerce marketplace like: create account, add a product, set order fulfilment option.
		3.1.1	Recognise e-commerce implementation considerations like: maintenance, key performance indicators, scalability, payment options, order fulfilment, liability, tax.
	<i>3.2 E-Commerce Engagement</i>	3.1.2	Recognise key consideration for data protection and security like: data protection regulations, third-party security and privacy policies, data breach response plans.
		3.1.3	Recognise support resources for e-commerce implementation.
		3.2.1	Identify common e-commerce marketing approaches like: online store marketing, social marketing, marketplace marketing.
		3.2.2	Recognise common e-commerce engagement metrics like: online store performance metrics, social engagement metrics, marketplace performance metrics.