Paper Name -AI-Driven Advanced E-Commerce Mastery Programme

Paper Code – VOC152

Course Objective –

The course equips participants with advanced AI skills for e-commerce, focusing on customer engagement, operational efficiency, revenue growth and addressing challenges.

Course Content -

Unit - 1 Theory

Introduction to artificial intelligence. AI's role in e-commerce. Role of ChatGPT in generating human like texts. Introduction to ChatGPT. Specialised prompting for e-commerce. Leveraging AI for e-commerce. Understanding e-commerce platforms. Learning about supply chain management. Payment integration in e-commerce system. International e-commerce. Opportunities and challenges in e-commerce domain. Ethical implementation. Soft skills.

Unit - 2 Theory/ Practical

Social commerce and influencer marketing. AI platforms for e-commerce. Factors to be considered while making an e-commerce platform. Importance of UX and UI. Dynamic pricing strategy.

Unit - 3 Practical

Identifying chatbot platforms and understanding product recommendation through chatbots. Role of chatbots in CRM functions of e-commerce business.

Unit - 4 Practical

Creating AI-generated virtual influencer and integrating social media with e-commerce platforms. Handling logistics complexities and managing international deliveries.

Total weightage of Theory - 40% of marks, 15 hours (1 Credit)
Total weightage of Practical - 60% of marks, 30 hours + 30 hours (2 Credit)

Practicum Work -

At least 4 activities should be given. Two activities will be selected by the students for their assessment of Practicum Work.

ACTIVITY 1: Students will do an E-commerce platform comparison& select the best one for launching their own products.

ACTIVITY 2: Students willwrite product descriptions and will create AI-powered product recommendation system.

ACTIVITY 3: Students to develop a dropshipping model for their own e-commerce portal.

ACTIVITY 4: Students to engage in a project challenge involving the creation and presentation of a virtual E-commerce startup pitch. Following their presentations, their pitches will be evaluated by facilitator and their own peers.

Learning Outcomes –

Complete idea of e-commerce business from selecting the platform to launching the products. Payment monitoring system. Generating product descriptions. Content creation. Learning blog and newsletter writing etc. Lead generation. E-mail monitoring. Specialised learning of key e-commerce concepts. Independent thinking. Soft skills development.

Job Prospects-

Completing a course on E-commerce and AI, broadens students' career prospects, including roles such as E-commerce specialists, AI engineers, digital marketing analysts, UX/UI designers, data scientists, supply chain analysts, AI product managers and even entrepreneurs. With expertise in E-commerce platforms, AI technologies and digital marketing strategies, students are well-equipped to navigate the dynamic landscape of online business and contribute to the growth and innovation of E-commerce enterprises.

Skill Partner-

SNS Innovation Labs Pvt. Ltd.

Suggested Reading –

1. Digital Marketing for Dummies by Ryab Diess
2. Exploring AI Tools: A Comprehensive Guide To ChatGPT And Beyond by Satyen Srivastava