



Syllabus: Certificate in E-Commerce Seller Operations (CESO)

- **Duration:** 2 Months
- **Eligibility:** 10th Pass

Evaluation Scheme

- **Full Marks:** 200
- **Theory Paper:** 100 Marks
- **Practical/Project Works:** 80 Marks
- **Internal Assessment/Viva voce:** 20 Marks

Course Syllabus

This course provides practical training in end-to-end seller operations, covering account setup, product cataloging, inventory management, and fulfillment strategies.

Module 1: E-Commerce Marketplace Foundations

- Introduction to B2B and B2C models.
- Marketplace Overview: Selling on Amazon, Flipkart, and Meesho.
- Seller Account Registration: Understanding documents required (GST, PAN, Bank Details).
- Business Ethics: Compliance, copyright, and platform policies.

Module 2: Cataloging & Product Listing

- Product Photography Basics: Guidelines for marketplace-compliant images.
- Content Creation: Writing SEO-friendly titles, bullet points, and product descriptions.
- SKU Management: Creating and organizing unique Stock Keeping Units.
- Bulk Uploading: Using inventory flat files and templates.

[Image of the e-commerce fulfillment process]

Module 3: Order Management & Fulfillment

- Fulfillment Models: Understanding FBA (Amazon), Flipkart Assured, and Self-Ship.
- Order Lifecycle: Processing orders, generating invoices, and printing labels.

- Packaging Standards: Industry-best practices for safe transit and lower weight.
- Returns Management: Handling RTO (Return to Origin) and customer returns.

Module 4: Growth, Pricing & Customer Support

- Pricing Strategies: Calculating referral fees, fixed fees, and shipping costs.
- Promotions: Running discounts, coupons, and lightning deals.
- Customer Engagement: Managing buyer messages and improving seller ratings.
- Introduction to Ad Campaigns: Basics of Sponsored Products and Brands.

Module 5: Final Capstone Project (Live Marketplace Setup)

- **Project Task:** Students will build a "Complete Seller Blueprint" for a niche category.
- **Requirements:** Select 5 products, create a mock catalog (Listing + Images), calculate profitable pricing, and draft a fulfillment plan.
- **Submission:** Presentation of the "Store Strategy" for the final Viva evaluation.

This syllabus is a property of Axomtech Skill Education Council.

