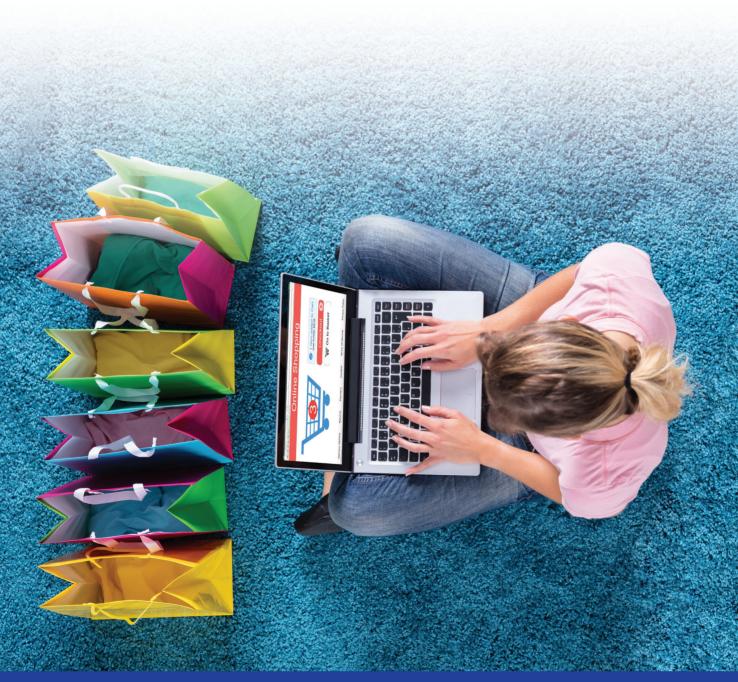# Diploma Programme

Executive Diploma on eCommerce Application
電子商務應用行政文憑課程

電子商務應用行政文憑課程
Executive Diploma on eCommerce Application

INTRODUCTION

With the solid Internet infrastructure and efficient financial system, eCommerce has become an integral part of modern lifestyle. The eCommerce business has been growing rapidly in the last 10 years. The various kinds of eCommerce systems and related services are very mature. The cost involved in starting an online business is also flexible. Many entrepreneurs want to ride on this bandwagon and start their own business online. This course is designed to cover every aspect involved in the process, from the planning stage to the details of operation in different parts of an eCommerce business. It helps you to acquire the necessary skills and knowledge to build a successful company.

WHAT YOU WILL LEARN

- Understand the components of eCommerce business
- Study the major digital technologies
- Make use of the versatile and free resources online to save time and effort
- Learn from the successful cases

WHO SHOULD ATTEND

- People interested in setting up eCommerce business
- SME owners who want to expand their online store
- Business Development, Sales and Marketing professionals

FEE

HKMA Member: HK$9,300
Non-member: HK$9,900
Group Discount: HK$300 each
(For two or more participants making payments on this course together)

LANGUAGE MEDIUM

The programme will be delivered in Cantonese, and the course materials will be in English.

LECTURER

Mr Pen Kwok

Pen is a Consultant with more than 20 years of experience in the digital industry. He provided consulting and training services to corporates and innovative technology startup companies in HK, including Chun Wo Group, MTR, Robotics Cats@HKSTP, St John Ambulance, Royal England Safe Deposit Box, acesobee, Sales Catalysts, Far East Vault, etc., facilitating them to maximize the return on investment in digital technologies.

Prior to APlus, Pen played leading role in transforming the digital business at Sony, South China Morning Post, and Dragon Air, through adopting new digital technologies – digital marketing, social media, eCommerce, SEM/SEO, data analytics, VOD/OTT, information security solutions etc.

In the early days of his career, Pen worked at the largest corporate ISP in HK – LinkAGE Online – providing corporate services including: Internet infrastructure, firewall, website development, online shopping system to blue chip organizations like Hong Kong Jockey Club, Cathay Pacific, Park'n Shop, HKU, Bank of East Asia, and HK Government etc.

Pen studied Computer Engineering at the University of Hong Kong. He holds the certificates of Google Ads Search and Google Analytics. Pen is also a Certified Trainer of Everything DiSC® by Wiley - the leading personal assessment tool used by over 1 million people every year to improve work productivity, teamwork and communication.

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SYLLABUS

Module 1. Building a successful eCommerce Business
建立成功的電商業務

Aims
* To learn the basic components of eCommerce business
* To plan and prepare for a successful business model

Contents

A. Planning: Find the best business model base on your time and resources
準備計劃：如何根據自己的資源和時間選擇適合的商業模式
   a. Pure online business VS Online Business + Physical Stores
   b. Product: Physical products VS Virtual / Digital products
   c. B2B vs B2C
   d. Dropshipping
   e. SWOT (Strength – Weakness – Opportunity – Threat) Analysis

B. Groundwork: The basic requirements for starting an eCommerce business
基礎工作：創業必需的要素
   a. Setting a limited company
   b. Opening a company bank account
   c. Virtual Banks
   d. Office / Co-working space
   e. Operation equipment
   f. Company branding
   g. Taxing and Accounting

C. Market Research: Understanding your customers
市場調查：了解你的客戶
   a. Investigate the market demand

   b. Find out the strength and weakness of your competitors
   c. Using free resources online to test your market

D. Building an online shop: The first touchpoint with your potential customers
建立網店：潛在客戶跟您的第一個接觸點
   a. Comparing different eCommerce platforms and their pros & cons
   b. Online Marketplace:
      i. Amazon
      ii. eBay
      iii. Taobao
      iv. T-Mall
      v. HKTVMall
   c. eCommerce platforms:
      i. Shopify
      ii. Magento
      iii. Shopline
      iv. Boutir
   d. Own online storefront:
      i. WIX
      ii. WordPress
      iii. BigCommerce

Module 2. Digital Marketing – Attracting Customers and Driving Revenue
網上推廣 - 如何吸引流量增加生意

Aims
* To get an understanding of the different digital marketing channels
* Learn how to drive traffic to the online store for more revenue

Contents

A. Overview of Digital Marketing
數碼營銷概述
   a. Basic Concepts
   b. Common terminologies
   c. Digital Marketing VS Traditional Marketing

B. Search Engine Marketing SEM
搜索引擎營銷
   a. PPC (Pay-Per-Click)
   b. SEO (Search Engine Optimization)
   c. Display advertising

C. Social Media Marketing
社交媒體營銷
   a. Facebook & Instagram
   b. Youtube
   c. KOL (Key Opinion Leaders) / Influencers

D. Inbound Marketing
引流營銷
   a. Sales funnel – the different stage of the customer journey

      i. Awareness
      ii. Consideration
      iii. Conversion
   b. Content marketing – Nurturing loyal customers to your business
   c. Email marketing

E. Re-targeting
再行銷
   a. How retargeting works
   b. Facebook Pixel
   c. Google Tag Manager

F. Planning a successful digital marketing campaign
計劃一個成功的數碼營銷活動
   a. Determine your business goals
   b. Define your target audience
   c. Select the most appropriate channels
   d. Design the advertisement
   e. Copywriting
   f. A/B Testing
   g. Analytics

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Module 3. eCommerce Components: Payment, Logistics, Customers Service, and Data Analytics
電商業務的組成部分：支付系統，物流，客戶服務，及數據分析

Aims

* To study the details of different components for eCommerce.

Contents

A. Payment System
支付系統
   a. Online Payment VS Traditional Payment
   b. Major online payment platforms:
      i. Credit Cards – VISA, Master Card, AMEX
      ii. PayPal
      iii. Stripe
   c. New digital payment platforms:
      i. Apple Pay
      ii. Google Pay
      iii. PayMe
      iv. FPS
      v. AliPay
      vi WeChat Pay

B. Logistics
物流
   a. Basic logistics requirements
      i. Warehouse storage
      ii. Pick – Pack – Ship
   b. Local delivery
   c. International delivery
   d. Special requirements
      i. Frozen products
      ii. Inflammable products
      iii. Time-sensitive products
   e. Return of delivered goods

C. Customer Service
客戶服務
   a. Common techniques to increase online shop friendliness
   b. Automation tools to improve your efficiency:
      i. Chatbot
      ii. Automatic customer response mails
   c. Personalized service to enhance customer relations
   d. Loyalty Membership program
   e. CRM Customer Relationship Management

D. Data Analytics
數據分析
   a. Introduction to Google Analytics
   b. Understand your audience to design tailor-made advertisements for best results
   c. Understand your website traffic data to optimize your marketing budget

SATISFACTORY COMPLETION OF A MODULE

A minimum of 4 out of 5 sessions is required for satisfactory completion of a module. Students must also obtain at least 50% in the final project of a module.

AWARD

A student who has satisfied all the requirements and completing all three modules will be awarded the Executive Diploma in eCommerce Application.

ENQUIRIES

General Enquiry / Membership / Enrolment: 2774 8500 or 2774 8501
Email: hkma@hkma.org.hk
For this course details:
Ms Shirley Chan: 2774 8569
Email: details.cdp@hkma.org.hk
www.hkma.org.hk/pd/edeca

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