



Swiss International
Institute Lausanne

Professional certificate in E-commerce

This comprehensive certificate program is specifically designed to cultivate entrepreneurial expertise and practical business acumen in the rapidly evolving digital commerce landscape among high school and college students. The curriculum provides an in-depth foundation in essential business principles while focusing on the unique challenges and opportunities present in electronic commerce environments.

The program delivers extensive training across multiple critical domains, including fundamental business operations, strategic marketing methodologies, electronic marketplace dynamics, and sophisticated online advertising techniques. Students gain hands-on experience with digital platforms, consumer behavior analysis, supply chain management in virtual environments, and the technological infrastructure that supports modern e-commerce operations.

Through a combination of theoretical knowledge and practical application, participants develop a robust skill set that encompasses market research and analysis, competitive intelligence gathering, and the identification of emerging market opportunities within the e-commerce sector. The program emphasizes real-world problem-solving and strategic thinking, enabling students to navigate the complexities of digital business environments effectively.

Upon successful completion of the program, graduates will have acquired four core competencies that are essential for success in the digital marketplace. First, they will possess the analytical skills necessary to identify and evaluate promising market opportunities in various e-commerce niches, understanding consumer trends, market gaps, and emerging technologies. Second, participants will demonstrate the

creative and strategic thinking required to develop comprehensive small e-business concepts, from initial ideation through market positioning and value proposition development.

Third, graduates will be equipped with the planning and organizational skills needed to create detailed business plans for small-scale e-commerce ventures, including financial projections, marketing strategies, operational frameworks, and risk assessment protocols. Finally, the program provides practical management skills that enable participants to effectively oversee and operate small e-businesses, including team leadership, resource allocation, performance monitoring, and adaptive strategy implementation in response to market changes.

This certificate program prepares students not only to launch their own digital ventures but also to contribute meaningfully to existing e-commerce organizations, whether as employees, consultants, or strategic partners in the growing digital economy.

Prerequisites: None

Level: Beginner

Language of instruction/examination: Russian

Official duration: 4 semesters (2 years): 3 semesters + capstone project.

ECTS: 38 ECTS

Certificate awarded: Professional certificate in e-commerce.

Aims of the Programme

Develop Entrepreneurial Skills in E-Commerce:

Provide students with the knowledge and competencies to identify business opportunities in the digital economy and to create, plan, and manage small e-commerce ventures.

Introduce Key Business and Marketing Principles:

Equip students with a foundational understanding of entrepreneurship, finance, and marketing to support decision-making and growth in online business environments.

Familiarize Students with Digital Sales Channels and Marketplaces:

Offer practical insight into the operation of electronic marketplaces, online platforms, and digital advertising tools relevant to e-commerce success.

Promote Strategic Thinking in E-Business Development:

Enable students to design and evaluate e-business models, taking into account market trends, customer behavior, and digital infrastructure.

LEARNING OUTCOMES

Business Fundamentals:

Students will understand the core principles of entrepreneurship, including business planning, value creation, and basic financial management.

Digital Marketing Competence:

Students will develop skills in online marketing, including social media, search engine marketing, and customer acquisition in digital channels.

Understanding of E-Commerce Infrastructure:

Students will be able to analyze and operate within various electronic marketplaces and online retail systems.

E-Business Model Design:

Students will acquire the ability to design and evaluate business models tailored for digital platforms, integrating product, marketing, and operational strategies.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
	SEMESTER 1	10	
BM0043	Entrepreneurship	6	Oral exam
BM0092	Marketing	4	Oral exam
	SEMESTER 2	8	
BM0045	Finance	4	Practical coursework
BM0041	E-commerce	4	Practical coursework
	SEMESTER 3	10	
BM0073	Internet Marketing	6	Oral exam
MAG0003	E-Business Model Design	4	Oral exam
	SEMESTER 4	10	
Capstone project			