

GOVERNMENT OF THE PUNJAB

**TECHNICAL EDUCATION & VOCATIONAL
TRAINING AUTHORITY**



CURRICULUM FOR
IMPORT-EXPORT & E-COMMERCE
(3 – Months Course)

CURRICULUM SECTION
ACADEMICS DEPARTMENT

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TRAINING OBJECTIVES:

Today's world is a global world and modern information technologies have made it easy to do business worldwide. World Trade Organizations (WTO) is trying to eliminate tariffs wall for free trade. All these changes and trends have increased the significance of import and export. Developing countries like Pakistan who are already facing trade deficit have great scope for import and exports. Export oriented organizations need skilled people equipped with knowledge of import/export procedure and documentation.

Further it is necessary to achieve global market targets in E-commerce. this is special course designed to address unemployment in the youth this course aims to enhance the objective through employable skill and hands-on practice E Commerce in short in this course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market –centric approach will be adopted as the main driving force while delivering it.

Certificate in Import / Export and E-commerce is a job-oriented course.

Knowledge of international trade and E-commerce procedure will also be helpful in being self-employed. International trade with E-commerce can be started with relevant knowledge and nominal capital. This will reduce problem of un-employment as well as increase the foreign exchange earnings.

CURRICULUM SALIENT'S

Name of Course	Import/Export and E-commerce	
Min. Entry Level	Matric or equivalent	
Duration of course	03 – Months (12 weeks)	
Total Training Hours	400 Hours	
	5Hrs. / day (1 Academic Hr. =45 Mins.)	
	5 Hrs. on Fridays	
	30 Hours / Week	
Training Methodology	Practical	70%
	Theory	30%
Medium of Instructions	English / Urdu	

Note: 1 hr. per week for Work Ethics

SKILL COMPETENCY DETAILS:

At the end of the course, the students should be able to:

1. Work as export –Import Manager.
2. Work as online Sales Promotion Officer.
3. Work as Freelancer.
4. Have good command on computer application.
5. Design the strategy of increasing export.
6. Manage the social media account.
7. Work as a clearing customs agent.
8. Work as virtual assistant on E-commerce platform.
9. Work as entrepreneur / self-employed.

KNOWLEDGE PROFICIENCY DETAILS:

At the end of the course, the students should be able to:

1. Explain introduction to business and E-Commerce.
2. Understand firm registration process & its types.
3. Document through Pakistan single window (PSW).
4. Communicate with international customers.
5. Understand market place and product listing.
6. Understand social media marketing and product posting.
7. Recognize customers / buyers behaviors.
8. Understand basic computer application and emailing.

SCHEME OF STUDIES**Import-Export & E-Commerce
(3-Months)**

S. No	Main Topics	Theory Hours	Practical Hours	Total Hours
1.	Introduction to Business	12	28	40
2.	Introduction to Computer	09	21	30
3.	Import Export Documentation	24	56	80
4.	E-Commerce	45	105	150
5.	Digital marketing	30	70	100
Total		120	280	400

DETAIL OF COURSE CONTENTS**Import - Export & E- Commerce
(3-Months)**

Sr. No.	Detail of Topics	Theory Hours	Practical Hours	Total
1.	Introduction to Business 1.1 Import 1.2 Export 1.3 Registration of Firm 1.4 Types process 1.5 Business Ethics 1.6 English Communication Skill	12	28	40
2.	Introduction to Computer 2.1 M/S word M-S Excel 2.2 Canva 2.3 Email 2.4 Internet	09	21	30
3.	E- Commerce 3.1 Introduction to Conventional Commerce and E-Commerce 3.2 Finding International Buyer 3.3 Selling Globally. 3.3.1 Drop Shipping 3.3.2 Introduction to ETSY 3.3.3 Introduction to EBAY 3.3.4 Introduction ALIBABA 3.3.5 Introduction to Amazon with Pakistan ID 3.3.6 Introduction to Shopify 3.3.7 Introduction to Woo Commerce Store 3.3.8 Introduction to Daraz.PK 3.4 Pricing Strategy	45	105	150

	3.5 Different E-commerce models 3.5.1 Manufacturing 3.5.2 Private Label 3.5.3 Drop shipping 3.5.4 Wholesale 3.5.5 Print on demand 3.6 Branding 3.6.1 Brand name creation 3.6.2 Logo and visual identity 3.6.3 Product positioning 3.6.4 Brand storytelling 3.7 Product Hunting 3.8 Micro-niche selection 3.9 Keyword research 3.10 Market demand analysis 3.11 Logistics & Fullfilment 3.11.1 International Shipping 3.11.2 Courier companies 3.11.3 Warehousing 3.11.4 3PL Logistics			
4.	Import Export Documentation (PAKISTAN SINGLE WINDOW) 4.1 Introduction to PSW 4.2 Prepare Invoices 4.3 Packing List 4.4 Goods Declaration 4.5 Bill of Loading 4.6 Airway Bill 4.7 Rebate Filling 4.8 Undertaking 4.9 Bill of Exchange 4.10 Letter of credit 4.11 Introduction of LC 4.12 Types of LC	24	56	80

	4.13 Procedure of LC 4.14 SWIFT codes 4.15 HS codes 4.16 INCOTERMS 4.17 International payments Systems 4.17.1 Online Payment Gateways 4.17.2 Stripe 4.17.3 PayPal 4.17.4 Wise 4.17.5 Bank Transfers			
5.	Digital Marking 5.1 Search Engine Optimization (SEO) 5.2 Influencer Marketing 5.3 Email Marketing 5.4 Social Media Marketing 5.4.1 Account creation and Product Posting on Facebook, Instagram, LinkedIn, 5.4.2 Contents Making on YouTube and Tiktok 5.5 Whatsapp Business Setup 5.5.1 Catalog Creation 5.5.2 Customer communication. 5.5.3 Sales funnels. 5.6 Automation & AI Tools 5.6.1 AI for Product Images 5.6.2 AI for Marketing 5.6.3 Chatbots 5.6.4 Customer Automation 5.7 Scaling the Business 5.7.1 Building Brand Authority 5.7.2 Paid Advertising on SM Platform	30	70	100

	5.7.3 Influencer collaborations			
	5.7.4 Expanding product line			
Total		120	280	400

LIST OF PRACTICALS**Import-Export & E- Commerce**
(3-Months)

- 1- Prepare Import / Export Customer Invoices & Packing Lists (MS Word & MS Excel)
- 2- Prepare Accounts on ETSY, EBay, Alibaba, Amazon, Shopify, Woo & Daraz.
- 3- Practice the filling of Export Documents / Forms.
- 4- Prepare & upload GDs (Goods Declaration)
- 5- Practice the filling Registration Forms for SCCI, Associations & Firm's Registration.
- 6- Operate Pakistan Single Window
- 7- Practice the Letters Writing to Customers.
- 8- Perform Practical Listing In E-Commerce Platforms
- 9- Practice of AI Tools.
- 10- Develop the following as per actual requirement:-
 - One Brand
 - One product
 - One website
 - One marketing campaign

LIST OF LAB.(S)

Import- Export & E- Commerce
(3-Months)

- **Computer Lab.**

➤ **LIST OF TOOLS AND EQUIPMENT**
FOR CLASS OF 25

Import- Export & E- Commerce
(3-Months)

Name of Trade	Import / Export & E- Commerce
Duration of Course	(3-Months)

Sr. No.	Tools / Equipments	Quantity
1.	Computers (latest with complete accessories)	26
2.	Printer	01
3.	Multimedia / projector	01
4	Wifi	01
5.	White Board	01

LIST OF CONSUMABLE MATERIALS

- Printer Papers 06 A-4 Reams
- Assorted White Board Markers (3 Colors) : 12 markers total
- Printer Toner : 01

EMPLOYABILITY OF GRADUATES

The graduates of this course may find job / employment opportunities in the following Sectors / areas:

1. Export Based Organizations
2. Import Based Organizations
3. Customs Clearing Agencies
4. Banks Import / Export Department
5. Chamber of Commerce
6. Trade Associations
7. Indenting Agents Companies
8. Self- Employment
9. Virtual Assistance Plat Form
10. Social Media Manager

VERTICAL MOBILITY OF PASSOUTS.

(Both in Private & Public Sector)

(Asst. Export Manager → Export Manager → Senior Export Manager)

(Sales Promotion Officer → Senior Sales Manager)

(Social Media Assistant → Social Media Manager)

REFERENCE BOOKS/ MATERIAL

1. Complete Import- Export Business Manual by Ijaz Ahmad
2. Introduction to Business by Khalid Mehmood Cheema
3. State Bank of Pakistan Manual
4. Websites
 - a. www.smeda.org
 - b. www.tdap.gov.pk
 - c. www.wto.org
 - d. www.spb.org.pk
 - e. <http://www.tdap.gov.pk/word/hs-code-information.pdf>
 - f. <http://www.sbp.org.pk/fereturns/custom-tariff-07-08.pdf>
 - g. www.google.com.pk

MINIMUM QUALIFICATION OF TEACHER/ INSTRUCTOR

BS / BBA / B.COM with min 3 Years Experience in Import - Export / Merchandising
/ Banking / Logistics or relevant experience

OR

MBA / MBE / M. COM with min 2 Years Experience in Import – Export /
Merchandising / Banking / Logistics or relevant experience

OR

MBA / MBE / M. COM with min 2 Years Experience in Import – Export / Marketing
/ Banking / Freight Forwarding or relevant experience

CURRICULUM REVISION COMMITTEE**Mr. Faizan Ul Haq Mirza****Convener**

CEO,
Suddle Group of Industries, Sialkot
19-C Nishat Road Small Industrial Estate,
Sialkot
Former Senior Vice Chairman Surgical
Association (SIMAP)

Mr. Farooq Ahmed**Member**

Chief Instructor
IST Sialkot

Mr. Muhammad Suhail**Member**

CEO
SANAULLAH AND SONS
(Manufacturer and Exporter of beauty
instruments and cutlery Items)
Habibpura Nai Abadi
Sialkot