

Government of Pakistan  
**National Vocational and Technical Training Commission**

**Prime Minister's Hunarmand Pakistan Program**

"Skills for All"



**Course Contents / Lesson Plan**  
**Course Title:** E-Commerce

**Duration:** 3 Months

**Revised Edition**

<b>Course Title</b>	<b>Data Science and Analytics (Business Intelligence)</b>
<b>Objective of Course</b>	<p>This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored. Students will build their own web presence and market it using an online platform.</p> <p>The rapid movement toward an e-commerce economy and society is being led by both established business firms such as Tesco, Ford, IBM, Carrefours, and General Electric, and online firms such as Google, Amazon, Apple, Facebook, Yahoo, Twitter, and YouTube. Students of business and information technology need a thorough grounding in e-commerce in order to be effective and successful managers in this and the next decade. We therefore discuss the basic concepts of e-commerce, explain theoretical and practical issues of conducting business over the internet and the Web, and present methods for evaluating user needs. Topics covered include: EBusiness Models, E-business Infrastructure, Selling and Marketing on the Web, Web Server Hardware and Software, B2C and B2B strategies, Virtual Communities, Web Portals, E-commerce Software, Payment systems, Social Media, Security and User Experience</p>
<b>Entry-level of trainees</b>	<b>Intermediate</b>
<b>Learning Outcomes of the course</b>	<p><b>At the end of this course, students should be able to:</b></p> <ul style="list-style-type: none"> <li>● Identify and apply relevant problem solving methodologies</li> <li>● Design components, systems and/or processes to meet required specifications for a web presence</li> <li>● Demonstrate research skills</li> <li>● Communicate effectively in ways appropriate to the discipline, audience and purpose.</li> <li>● Work as an effective member or leader of diverse teams within a multi-level, multi-disciplinary and multi-cultural setting for the Group Website Research Project</li> <li>● Appreciate ethical implications of professional practice</li> <li>● Be aware of global perspectives (needs, rules/regulations, and specifications)</li> </ul> <p><b>In terms of knowledge:</b></p> <ul style="list-style-type: none"> <li>● Discuss electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business.</li> <li>● Appreciate the global nature and issues of electronic commerce as well as understand the rapid technological changes taking place.</li> <li>● Identify advantages and disadvantages of technology choices such as merchant server software and electronic payment options</li> <li>● Demonstrate awareness of ethical, social and legal aspects of e-commerce</li> <li>● Analyse features of existing e-commerce businesses, and propose future directions or innovations for specific businesses</li> </ul> <p><b>In terms of skills</b></p>

	<ul style="list-style-type: none"> <li>• Use appropriate referencing and bibliographic methods</li> <li>• Demonstrate effective oral presentation skills</li> <li>• Demonstrate effective and integrative team-work</li> </ul>										
<b>Course Execution Plan</b>	<p>The total duration of the course: <b>3 months (13 Weeks)</b></p> <p>Class hours: <b>4 hours per day</b></p> <p>Theory: <b>20%</b></p> <p>Practical: <b>80%</b></p> <p>Weekly hours: <b>20 hours per week (5 days a week)</b></p> <p>Total contact hours: <b>260hours</b></p>										
<b>Course Assessment: Assignments Overview</b>	<p>The students will be evaluated on the basis of their performance in the following assignments:</p> <table> <tr> <td>Class Participation and Case studies given .....</td> <td>10%</td> </tr> <tr> <td>MidTerm Exam.....</td> <td>20%</td> </tr> <tr> <td>Group Case: Research + Website and Final Presentation.....</td> <td>40%</td> </tr> <tr> <td>Final examination.....</td> <td>30%</td> </tr> <tr> <td>TOTAL.....</td> <td>100%</td> </tr> </table>	Class Participation and Case studies given .....	10%	MidTerm Exam.....	20%	Group Case: Research + Website and Final Presentation.....	40%	Final examination.....	30%	TOTAL.....	100%
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MidTerm Exam.....	20%										
Group Case: Research + Website and Final Presentation.....	40%										
Final examination.....	30%										
TOTAL.....	100%										
<b>Companies offering jobs in the respective trade</b>	<ol style="list-style-type: none"> <li>1. Software Houses</li> <li>2. Government Institutes</li> <li>3. Upwork</li> <li>4. Freelancing</li> <li>5. Fiverr</li> <li>6. Crossover</li> <li>7. All Private Institutes who are managing software</li> </ol>										
<b>Job Opportunities</b>	<p>The global ecommerce industry is vast. In 2019, the value of ecommerce sales worldwide reached \$3.535 trillion.. The size of the sector has been growing year-on-year for over a decade.</p> <p>Ecommerce is big business. Ask someone to name the most significant company they can think of, and many of them will come back with ‘Amazon’. As such a thriving sector, there are many reasons to seek either full-time or part-time jobs with ecommerce companies.</p> <p>As with many industries, new hires in ecommerce may have to start with an entry level job and work their way up. Unlike other sectors, though, you’ll find plenty of these types of job postings from ecommerce businesses.</p> <ul style="list-style-type: none"> <li>• Internships</li> <li>• Developer</li> <li>• Business analyst</li> <li>• Customer service representative</li> <li>• Marketing specialist</li> <li>• User experience designer</li> <li>• Supply chain manager</li> <li>• Digital marketing manager</li> <li>• SEO content writer</li> <li>• Warehouse personnel</li> <li>• Community builder</li> </ul>										

	<ul style="list-style-type: none"> <li>• Administrative assistant</li> <li>• Retention specialist</li> </ul>
<b>No of Students</b>	25
<b>Learning Place</b>	Classroom / Lab
<b>Instructional Resources</b>	<p><b>Textbook: E-Commerce 2018, Global Edition, 14/E</b>  <b>Kenneth C. Laudon, New York University</b>  <a href="http://www.e-commerce2018.com/">http://www.e-commerce2018.com/</a>  <b>Textbook:</b>  <a href="http://www.ddegjust.ac.in/studymaterial/mcom/mc-201.pdf">http://www.ddegjust.ac.in/studymaterial/mcom/mc-201.pdf</a></p> <p><a href="https://www.researchgate.net/profile/Richard-Watson-16/publication/246043347_Electronic_Commerce_The_Strategic_Perspective/link/s/5c7e6a85458515831f852cee/Electronic-Commerce-The-Strategic-Perspective.pdf">https://www.researchgate.net/profile/Richard-Watson-16/publication/246043347_Electronic_Commerce_The_Strategic_Perspective/link/s/5c7e6a85458515831f852cee/Electronic-Commerce-The-Strategic-Perspective.pdf</a></p> <p><b>Recommended References books:</b></p> <ol style="list-style-type: none"> <li>1. <b>Think #Digital First by Warren Knight</b></li> <li>2. <b>Online Business Startup: The entrepreneur's guide to launching a fast, lean and profitable online venture by Robin Waite</b></li> <li>2. <b>Shoe Dog by Phil Knight</b></li> <li>3. <b>The Obstacle Is the Way by Ryan Holiday</b></li> <li>4. <b>Originals: How Non-Conformists Move the World by Adam Grant</b></li> <li>5. <b>The Hard Thing About Hard Things by Ben Horowitz</b></li> <li>6. <b>Competing Against Luck by Clayton M. Christensen</b></li> </ol> <p><b>Development Platform:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://github.com/">https://github.com/</a></li> <li>• Wordpress</li> <li>• Shopify</li> <li>• Woocommerce</li> </ul> <p><b>Websites of Interest:</b></p> <ol style="list-style-type: none"> <li>1. <a href="https://founderu.selz.com/7-steps-creating-ecommerce-website-store-pro/">https://founderu.selz.com/7-steps-creating-ecommerce-website-store-pro/</a></li> <li>2. <a href="https://builtwith.com/ecommerce">https://builtwith.com/ecommerce</a></li> <li>3. <a href="https://www.shopify.com/blog/11863377-30-beautiful-and-creative-ecommercewebsite-designs">https://www.shopify.com/blog/11863377-30-beautiful-and-creative-ecommercewebsite-designs</a></li> <li>4. <a href="https://www.awwwards.com/websites/e-commerce/">https://www.awwwards.com/websites/e-commerce/</a></li> <li>5. <a href="https://ecommerce-platforms.com/articles/ecommerce-store-design">https://ecommerce-platforms.com/articles/ecommerce-store-design</a></li> </ol> <p><b>Journals related to ecommerce</b></p> <ul style="list-style-type: none"> <li>• J FINAN ECON - Journal of Financial Economics</li> <li>• AMER J AGR ECON - American Journal of Agricultural Economics</li> <li>• AER - American Economic Review</li> <li>• J PUBLIC ECON - Journal of Public Economics</li> <li>• J ECON HIST - Journal of Economic History</li> <li>• Journal of Financial Economics</li> <li>• Journal of International Business Studies</li> <li>• Journal of Management Studies</li> <li>• Journal of World Business</li> </ul>

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|--|---|
|  | <ul style="list-style-type: none"><li>• Journal of Business Research</li><li>• Journal of Business Strategy</li><li>• Journal of Business Ethics</li><li>• Journal of Business Logistics</li><li>• Journal of Business Models</li></ul> |
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## MODULES

Scheduled Week	Module Title	Learning Units	Remarks
Week 1	Introduction to E-commerce	<ul style="list-style-type: none"> <li><b>Motivational Lecture</b> (For further detail please see Annexure: II)</li> <li>Introduction to the Course and Overview of Course and</li> <li>Requirements // Chapter I Introduction to E-commerce</li> </ul>	<b>TASK1</b>  <i>Details may be seen at Annexure-I</i>
Week2	Business intelligence	<ul style="list-style-type: none"> <li><b>Success stories</b> ( For further detail please see Annexure: III)</li> <li>E-commerce Business Models</li> <li>Major Business-to-Consumer (B2C) Business Models</li> <li>Major Business-to-Business (B2B) Business Models</li> <li>How E-commerce Changes Business: Strategy, Structure, and Process</li> </ul>	<b>TASK 2</b>  <b>TASK 2</b>  <b>TASK 2A</b>  <b>TASK 2B</b>  <i>Details may be seen at Annexure-I</i>
Week3	E-Commerce Infrastructure	<ul style="list-style-type: none"> <li><b>Motivational Lecture</b> (For further detail please see Annexure: II)</li> <li>The Internet: Technology Background</li> <li>The Internet Today</li> <li>The Future Internet Infrastructure</li> <li>The Web</li> <li>The Internet and the Web: Features and Services</li> <li>Mobile Apps: The Next Big Thing Is Here</li> </ul>	<b>TASK 3A</b>  <b>TASK 3B</b>  <b>TASK 3C</b>  <b>TASK 3D</b>  <i>Details may be seen at Annexure-I</i>

Week 4	Building an E-commerce Presence	<ul style="list-style-type: none"> <li>• <b>Success stories</b> ( For further detail please see Annexure: III)</li> <li>• Imagine Your E-commerce Presence</li> <li>• Building an E-commerce Presence: A Systematic Approach</li> <li>• Choosing Software</li> <li>• Choosing Hardware</li> <li>• Other E-commerce Site Tools</li> <li>• Developing a Mobile Website and Building Mobile Applications</li> <li>• Websites, Mobile Sites, and Apps</li> <li>• Wordpress Basics</li> </ul>	<b>TASK4A</b>  <b>TASK4B</b>  <u>Details may be seen at Annexure-I</u>  <b>1<sup>st</sup></b>  <b>Monthly</b>  <b>Test at end of month (Week-4)</b>
	Building E-commerce Portal on WordPress	<ul style="list-style-type: none"> <li>• Wordpress advance</li> <li>• Learning WooCommerce</li> </ul>	<b>TASK 4 A</b>  <u>Details may be seen at Annexure-I</u>
Week 5	E-commerce Security and Payment Systems	<ul style="list-style-type: none"> <li>• <b>Motivational Lecture</b> (For further detail please see Annexure: II)</li> <li>• The E-commerce Security Environment</li> <li>• Security Threats in the E-commerce Environment</li> <li>• Technology Solutions</li> <li>• Management Policies, Business Procedures, and Public Laws</li> <li>• E-commerce Payment Systems</li> <li>• Electronic Billing Presentment and Payment</li> </ul>	<b>TASK 5A</b>  <b>TASK 5B</b>  <u>Details may be seen at Annexure-I</u>
Week 6	Foundations of Business Intelligence: Databases and Information Management	<ul style="list-style-type: none"> <li>• <b>Success stories</b> ( For further detail please see Annexure: III)</li> <li>• Consumers Online: The Internet Audience and Consumer Behaviour</li> <li>• Digital Commerce Marketing and Advertising Strategies and Tools</li> <li>• Internet Marketing Technologies</li> </ul>	<b>Task 6A</b>  <b>Task 6b</b>  <u>Details may be seen at Annexure-I</u>

		<ul style="list-style-type: none"> <li>• Understanding the Costs and Benefits of Online Marketing</li> <li>• Communications</li> </ul>	
Week 7	Build your CV	<ul style="list-style-type: none"> <li>• <b>Motivational Lecture</b> (For further detail please see Annexure: II)</li> </ul> <p>Download professional CV template from any good site (<a href="https://www.coolfreecv.com">https://www.coolfreecv.com</a> or relevant)</p> <ul style="list-style-type: none"> <li>• Add Personal Information</li> <li>• Add Educational details</li> <li>• Add Experience/Portfolio</li> <li>• Add contact details/profile links</li> </ul>	<b>TASK 7</b>
	Social, Mobile, and Local Marketing	<ul style="list-style-type: none"> <li>• Introduction to Social, Mobile, and Local Marketing</li> <li>• Social Marketing</li> <li>• Mobile Marketing</li> <li>• Local and Location-Based Mobile Marketing</li> </ul>	<b>TASK7A</b>  <b>TASK7B</b>  <u>Details may be seen at Annexure-I</u>
Week 8	Ethical, Social, and Political Issues in E-commerce	<ul style="list-style-type: none"> <li>• <b>Success stories</b> ( For further detail please see Annexure: III)</li> </ul> <ul style="list-style-type: none"> <li>• Understanding Ethical, Social, and Political Issues in E-commerce</li> <li>• Privacy and Information Rights</li> <li>• Intellectual Property Rights</li> <li>• Governance</li> <li>• Public Safety and Welfare</li> </ul>	<b>TASK8A</b>  <b>TASK8B</b>  <u>Details may be seen at Annexure-I</u>  <b>2<sup>nd</sup> Monthly Test at end of month (Week-8)</b>



Week 9	E-commerce Retailing and Services	<ul style="list-style-type: none"> <li>● <b>Motivational Lecture</b> (For further detail please see Annexure: II)</li> <li>● The Online Retail Sector</li> <li>● Analyzing the Viability of Online Firms</li> <li>● E-commerce in Action: E-tailing Business Models</li> <li>● The Service Sector: Offline and Online</li> <li>● Online Financial Services</li> <li>● Online Travel Services</li> <li>● Online Career Services</li> <li>● On-Demand Service Companies</li> </ul>	<b>TASK9A</b>  <b>TASK9B</b>  <i>Details may be seen at Annexure-I</i>
Week 10	Online Content and Media	<ul style="list-style-type: none"> <li>● <b>Success stories</b> ( For further detail please see Annexure: III)</li> <li>● Online Content</li> <li>● The Online Publishing Industry</li> <li>● The Online Entertainment Industry</li> </ul>	<b>TASK10</b>  <b>TASK10A</b>  <i>Details may be seen at Annexure-I</i>
	Online Communities	( For further detail please see Annexure: III) <ul style="list-style-type: none"> <li>● Social Networks and Online Communities</li> <li>● Online Auctions</li> <li>● E-commerce Portals</li> </ul>	<b>TASK10A</b>  <b>TASK10B</b>
	B2B E-commerce	(For further detail please see Annexure: II) <ul style="list-style-type: none"> <li>● An Overview of B2B E-commerce</li> <li>● The Procurement Process and Supply Chains</li> <li>● Trends in Supply Chain Management and Collaborative Commerce</li> <li>● Net Marketplaces: The Selling Side of B2B</li> <li>● Private Industrial Networks</li> </ul>	
Week 11	Presentation	<ul style="list-style-type: none"> <li>● <b>Motivational Lecture</b> (For further detail please see Annexure: II)</li> <li>● Social Networks and Online Communities</li> <li>● Group Website Research Project (GWRP), which is a combination of literature review, research proposal and dedicated team work to set up and market an e-commerce online presence using a leading web-building ecommerce platform such as Shopify (alternatively, Wix could also be used – based on the preference of the student’s team</li> </ul>	<b>TASK 11A</b>  <i>Details may be seen at Annexure-I</i>  <b>3<sup>rd</sup> Monthly</b>

		choice.	<b>Test at end of month (Week-12)</b>
	<b>Create an account profile on Fiverr (at least two gigs) and Upwork</b>	Create an account by following these steps: Step 1: Personal Info Step 2: Professional Info Step 3: Linked Accounts Step 4: Account Security	<b>TASK 11</b>
<b>Week 12</b>	<b>Online Communities</b>	<ul style="list-style-type: none"> <li>• <b>Success stories</b> ( For further detail please see Annexure: III)</li> <li>• Social Networks and Online Communities</li> <li>• Online Auctions</li> <li>• E-commerce Portals</li> </ul>	<b>TASK12</b>  <b>TASK12A</b>  <u>Details may be seen at Annexure-I</u>  <b>3<sup>rd</sup> Monthly Test at end of month (Week-12)</b>
	<b>B2B E-commerce</b>	<ul style="list-style-type: none"> <li>• An Overview of B2B E-commerce</li> <li>• The Procurement Process and Supply Chains</li> <li>• Trends in Supply Chain Management and Collaborative Commerce</li> <li>• Net Marketplaces: The Selling Side of B2B</li> <li>• Private Industrial Networks</li> </ul>	<b>TASK12</b>  <u>Details may be seen at Annexure-I</u>
<b>Week 13</b>	<b>Web Scraping</b>	<ul style="list-style-type: none"> <li>• <b>Motivational Lecture</b> (For further detail please see Annexure: II)</li> <li>• Chapter XII B2B E-commerce: Supply Chain Management</li> </ul>	<b>TASK13</b>  <u>Details may be seen at Annexure-I</u>

	Final Term Exams		

### Tasks For Ecommerce

Task No.	Task	Description	Week
<b>Reading Case Studies for Ecommerce</b>			
<b>1</b>	<b>Case 1.1</b>	The Importance of the Internet for E-commerce	<b>1</b>
<b>1 A</b>	<b>Case 1.2</b>	The Growth of the On-Demand Economy	<b>1</b>
<b>2</b>	<b>Case 2.1</b>	Twitter for Business.	<b>2</b>
<b>2A</b>	<b>Case 2.2</b>	Angel Investing	<b>4</b>
<b>2B</b>	<b>Case 2.3</b>	Deals Galore at Groupon	<b>5</b>
<b>3A</b>	<b>Case 3.1</b>	How Fresh desk Uses Amazon Web Services	
<b>3B</b>	<b>Case 3.2</b>	Compare.com Turns to Microsoft Azure and the Cloud	
<b>3C</b>	<b>Case 3.3</b>	Facebook's Data Center	<b>6</b>
<b>3D</b>	<b>Case 3.4</b>	Amazon Echo	
<b>4A</b>	<b>Exercise # 1</b>	Building an e-commerce presence using WordPress	
<b>4B</b>	<b>Case 4.1</b>	National Kidney Registry Turns to Rackspace for Managed Hosting	<b>4</b>
<b>5A</b>	<b>Case 5.1</b>	The Rise of Cyberwarfare	<b>5</b>
<b>5B</b>	<b>Case 5.2</b>	Tech Titans Clash over Future of Mobile Payments	<b>5</b>
<b>6A</b>	<b>Case 6.1</b>	To Ad Block or Not to Ad Block	<b>6</b>
<b>6B</b>	<b>Case 6.2</b>	Pandora's Recommendation System	<b>6</b>
<b>7</b>	<b>Build your cv</b>	Download online CV samples and build your own with the help of it	<b>7</b>
<b>7A</b>	<b>Case 7.1</b>	Pinterest Users Engage with Sephora	<b>7</b>
<b>7B</b>	<b>Case 7.2</b>	The Full Value of Mobile Marketing	<b>7</b>
<b>8A</b>	<b>Case 8.1</b>	The Right to Be Forgotten	<b>8</b>
<b>8B</b>	<b>Case 8.2</b>	<b>Facebook Privacy</b>	<b>8</b>
<b>8C</b>	<b>Case 8.3</b>	What Net Neutrality Means for You	<b>8</b>
<b>9A</b>	<b>Case 9.1</b>	Walmart Takes on Amazon	<b>9</b>
<b>9B</b>	<b>Case 9.2</b>	Etsy: A Marketplace and a Community	<b>9</b>
<b>10A</b>	<b>Case 10.1</b>	YouTube: Secrets of Successful Content Creators	<b>10</b>
<b>10B</b>	<b>Case 10.2</b>	Vox Media	<b>10</b>
<b>11</b>	<b>Practice</b>	Create an account profile on Fiverr (at least two gigs) and	<b>11</b>

		Upwork	
<b>11 A</b>	<b>Practice</b>	Set up and market an e-commerce online presence using a leading web-building ecommerce platform such as Shopify (alternatively, Wix could also be used – based on the preference of the student’s team choice.	<b>11</b>
<b>12</b>	<b>Case 12.1</b>	Instagram	<b>12</b>
<b>12A</b>	<b>Case 12.1</b>	Small Businesses Find a Home on eBay	<b>12</b>
<b>13</b>	<b>Case 13.1</b>	Mecham Groep Streamlines with Sana Commerce	<b>13</b>
	<b>Final project</b>	Final project Assessment	<b>13</b>

**What is freelancing and how you can make money online - BBCURDU**

**<https://www.youtube.com/watch?v=9jCJN3Ff0kA>**

**What Is the Role of Good Manners in the Workplace? By Qasim Ali Shah | In Urdu**

**<https://www.youtube.com/watch?v=Oi6Xn7vKIIQ>**

**Hisham Sarwar Motivational Story | Pakistani Freelancer**

**[https://www.youtube.com/watch?v=CHm\\_BH7xAXk](https://www.youtube.com/watch?v=CHm_BH7xAXk)**

**21 Yr Old Pakistani Fiverr Millionaire | 25-35 Lakhs a Month Income | Interview**

**<https://www.youtube.com/watch?v=9WrmYYhr7S0>**

**Success Story of a 23 Year - Old SEO Expert | How This Business Works | Urdu Hindi Punjabi**

**<https://www.youtube.com/watch?v=tIQ0CWgszI0>**

**Failure to Millionaire - How to Make Money Online | Fiverr Superhero Aaliyaan Success Story**

**<https://www.youtube.com/watch?v=d1hocXWSpus>**

## Annexure-II

### SUGGESTIVE FORMAT AND SEQUENCE ORDER OF MOTIVATIONAL LECTURE.

#### **Mentor**

Mentors are provided an observation checklist form to evaluate and share their observational feedback on how students within each team engage and collaborate in a learning environment. The checklist is provided at two different points: Once towards the end of the course. The checklists are an opportunity for mentors to share their unique perspective on group dynamics based on various team activities, gameplay sessions, pitch preparation, and other sessions, giving insights on the nature of communication and teamwork taking place and how both learning outcomes and the student experience can be improved in the future.

#### **Session- 1 (Communication):**

Please find below an overview of the activities taking place Session plan that will support your delivery and an overview of this session's activity.

Session- 1 OVERVIEW	
Aims and Objectives:	
<ul style="list-style-type: none"><li>• To introduce the communication skills and how it will work</li><li>• Get to know mentor and team - build rapport and develop a strong sense of a team</li><li>• Provide an introduction to communication skills</li><li>• Team to collaborate on an activity sheet developing their communication, teamwork, and problem-solving</li><li>• Gain an understanding of participants' own communication skills rating at the start of the program</li></ul>	

Activity:	Participant Time	Teacher Time	Mentor Time
Intro Attend and contribute to the scheduled.			
Understand good communication skills and how it works.			
Understand what good communication skills mean			
Understand what skills are important for good communication skills			
<b>Key learning outcomes:</b>	<b>Resources:</b>		<b>Enterprise skills developed:</b>
<ul style="list-style-type: none"><li>• Understand the communication skills and how it works.</li><li>• Understand what communication skills mean</li><li>• Understand what skills are important for communication skills</li></ul>	<ul style="list-style-type: none"><li>• Podium</li><li>• Projector</li><li>• Computer</li><li>• Flip Chart</li><li>• Marker</li></ul>		<ul style="list-style-type: none"><li>• Communication</li><li>• Self Confidence</li><li>• Teamwork</li></ul>

Schedule	Mentor Should do
<b>Welcome:</b> <b>5 min</b>	Short welcome and ask the <b>Mentor</b> to introduce him/herself. Provide a brief welcome to the qualification for the class. Note for Instructor: Throughout this session, please monitor the session to ensure nothing inappropriate is being happened.
<b>Icebreaker:</b> <b>10 min</b>	Start your session by delivering an icebreaker, this will enable you and your team to start to build rapport and create a team presentation for the tasks ahead. The icebreaker below should work well at introductions and encouraging communication, but feel free to use others if you think they are more appropriate. It is important to encourage young people to get to know each other and build strong team links during the first hour; this will help to increase their motivation and communication throughout the sessions.
<b>Introduction &amp; Onboarding:</b> <b>20mins</b>	Provide a brief introduction of the qualification to the class and play the “Onboarding Video or Presentation”. In your introduction cover the following: 1. Explanation of the program and structure. (Kamyab jawan Program) 2. How you will use your communication skills in your professional life. 3. Key contacts and key information – e.g. role of teacher, mentor, and SEED. Policies and procedures (user agreements and “contact us” section). Everyone to go to the Group Rules tab at the top of their screen, read out the rules, and ask everyone to verbally agree. Ensure that the consequences are clear for using the platform outside of hours. (9am-8pm) 4. What is up next for the next 2 weeks ahead so young people know what to expect (see pages 5-7 for an overview of the challenge). Allow young people to ask any questions about the session topic.
<b>Team Activity Planning:</b> <b>30 minutes</b>	MENTOR: Explain to the whole team that you will now be planning how to collaborate for the first and second collaborative Team Activities that will take place outside of the session. There will not be another session until the next session so this step is required because communicating and making decisions outside of a session requires a different strategy that must be agreed upon so that everyone knows what they are doing for this activity and how. <ul style="list-style-type: none"> <li>• “IDENTIFY ENTREPRENEURS” TEAM ACTIVITY</li> <li>• “BRAINSTORMING SOCIAL PROBLEMS” TEAM ACTIVITY”</li> </ul> <p><i>As a team, collaborate on a creative brainstorm on social problems in your community. Vote on the areas you feel most passionate about as a team, then write down what change you would like to see happen.</i></p> <p>Make sure the teams have the opportunity to talk about how they want to work as a team through the activities e.g. when they want to complete the activities, how to communicate, the role of the project manager, etc. Make sure you allocate each young person a specific week that they are the project manager for the weekly activities and make a note of this.</p> <p>Type up notes for their strategy if this is helpful - it can be included underneath the Team Contract.</p>



<b>Session Close:</b> <b>5 minutes</b>	<b>MENTOR:</b> Close the session with the opportunity for anyone to ask any remaining questions. <b>Instructor:</b> Facilitate the wrap-up of the session. A quick reminder of what is coming up next and when the next session will be.

## MOTIVATIONAL LECTURES LINKS.

TOPIC	SPEAKER	LINK
<b>Informatica CEO: The Business Of Big Data</b>	CEO	<a href="https://www.youtube.com/watch?v=CONitz2n68w">https://www.youtube.com/watch?v=CONitz2n68w</a>
<b>Taking On Big Data</b>	Talend CEO	<a href="https://www.youtube.com/watch?v=8jB_1-P7qV4">https://www.youtube.com/watch?v=8jB_1-P7qV4</a>
<b>How to Face Problems In Life</b>	Qasim Ali Shah	<a href="https://www.youtube.com/watch?v=OrQte08MI90">https://www.youtube.com/watch?v=OrQte08MI90</a>
<b>How To Prepare For Applying Freelancing Jobs For Data Science</b>	Krish Naik	<a href="https://www.youtube.com/watch?v=EXbMZGjswjI">https://www.youtube.com/watch?v=EXbMZGjswjI</a>
<b>Big Data and AI in Small Business</b>	Bernard Marr	<a href="https://www.youtube.com/watch?v=hYoRMqkN_TI">https://www.youtube.com/watch?v=hYoRMqkN_TI</a>
<b>Just Control Your Emotions</b>	Qasim Ali Shah	<a href="https://www.youtube.com/watch?v=JzFs_yJt-w">https://www.youtube.com/watch?v=JzFs_yJt-w</a>
<b>How to Communicate Effectively</b>	Qasim Ali Shah	<a href="https://www.youtube.com/watch?v=PhHAQEGehKc">https://www.youtube.com/watch?v=PhHAQEGehKc</a>
<b>Your ATTITUDE is Everything</b>	Tony Robbins Les Brown David Goggins Jocko Willink Wayne Dyer Eckart Tolle	<a href="https://www.youtube.com/watch?v=5fS3rj6eIFg">https://www.youtube.com/watch?v=5fS3rj6eIFg</a>
<b>Control Your EMOTIONS</b>	Jim Rohn Les Brown TD Jakes Tony Robbins	<a href="https://www.youtube.com/watch?v=chn86sH0O5U">https://www.youtube.com/watch?v=chn86sH0O5U</a>
<b>Defeat Fear, Build Confidence</b>	Shaykh Atif Ahmed	<a href="https://www.youtube.com/watch?v=s10dzfbozd4">https://www.youtube.com/watch?v=s10dzfbozd4</a>
<b>Wisdom of the Eagle</b>	Learn Kurooji	<a href="https://www.youtube.com/watch?v=bEU7V5rJTtw">https://www.youtube.com/watch?v=bEU7V5rJTtw</a>
<b>The Power of ATTITUDE</b>	Titan Man	<a href="https://www.youtube.com/watch?v=r8LJ5X2ejqU">https://www.youtube.com/watch?v=r8LJ5X2ejqU</a>
<b>STOP WASTING TIME</b>	Arnold Schwarzenegger	<a href="https://www.youtube.com/watch?v=kzSBrJmXqdg">https://www.youtube.com/watch?v=kzSBrJmXqdg</a>
<b>Risk of Success</b>	Denzel Washington	<a href="https://www.youtube.com/watch?v=tbnzAVRZ9Xc">https://www.youtube.com/watch?v=tbnzAVRZ9Xc</a>

**SUCCESS STORY\***

S. No	Key Information	Detail/Description
1.	<b>Self &amp; Family background</b>	<p><b>Mr Muzammil</b> is a computer Science graduate from PUCIT Lahore, he has done MSc in e commerce, he was sole earner of his family, After completing Msc, he is working in KICS UET Lahore at the position of Manager Research, he has created about hundreds of web portals including ecommerce portals, He is also teaching web development and doing free lancing he has also participated in NAVTEC course curriculum development ,</p> <p><b>If at first, you don't succeed, try try again</b></p>
2.	<b>How he came on board NAVTTC Training/ or got trained through any other source</b>	Form KICS UET (NAVTTTC partner institute)
3.	<b>Post-training activities</b>	<p>Muzammil's area of expertise is in <b>Web Development</b>. In his first month using Fiverr, he pitched mostly for projects . But it wasn't so simple. In the first few weeks, he didn't hear back from even a single client, despite pitching for dozens of projects.</p> <p>"I needed to understand what worked, so I read blogs, participated in forums, and analyzed profiles of successful freelancers. It was an uphill struggle, but I didn't want to give up," he explains.</p> <p>Muzammil says he understands why clients would be apprehensive giving projects to untested freelancers. They have hundreds of options to choose from, he explains, and to give a project to someone with no experience requires a strong leap of faith.</p> <p>A slow stream of projects started to come Muzammil way. Within a few months, he was landing an average of a hundred projects every month, with a large number of repeat clients. He also expanded the range of his professional services.</p>
4.	<b>Message to others (under training)</b>	<p>Take the training opportunity seriously</p> <p>Impose self-discipline and ensure regularity</p> <p>Make Hard work pays in the end so be always ready for the same.</p>

\*Example pattern

**Note:** Success story is a source of motivation for the trainees and can be presented in several ways/forms in a NAVTTC skill development course as under: -

1. To call a passed out successful trainee of the institute. He will narrate his success story to the trainees in his own words and meet trainees as well.
2. To see and listen to a recorded video/clip (5 to 7 minutes) showing a successful trainee Audio-video recording that has to cover the above-mentioned points.\*
3. The teacher displays the picture of a successful trainee (name, trade, institute, organization, job, earning, etc) and narrates his/her story in the teacher's own motivational words.

*\* The online success stories of renowned professional can also be obtained from **Annex-II***

**Workplace/Institute Ethics Guide**

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Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue, or value to strengthen character and individual abilities. It is a set of values-centered on the importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for student success:

**1. Attendance:**

Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.

**2. Character:**

Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.

**3. Team Work:**

The ability to get along with others including those you don't necessarily like. The ability to carry your weight and help others who are struggling. Recognize when to speak up with an idea and when to compromise by blend ideas together.

**4. Appearance:**

Dress for success set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are can last a lifetime

**5. Attitude:**

Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems, and procedures in light of changing responsibilities.

**6. Productivity:**

Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know-how. Eagerly focuses energy on accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

**7. Organizational Skills:**

Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Take an appropriate approach to social interactions at work. Maintains focus on work responsibilities.

**8. Communication:**

Written communication, being able to correctly write reports and memos.

Verbal communications, being able to communicate one on one or to a group.

**9. Cooperation:**

Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing work situations and the application of new or different skills.

**10. Respect:**

Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept, and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions, and suggestions.