

Management Development Program
Arriba Academy – Basics of eCommerce

Date: February and March 2022 | Venue- Online
Client: Redington Gulf



To be Organized

by



Vinod Gupta School of Management
Indian Institute of Technology Kharagpur
Kharagpur 721302
INDIA

OBJECTIVES OF THIS COURSE

- This programme will teach the participants about the key concepts of eCommerce business and technology
- The programme will help the participants use the acquired skills in consulting and designing for the eCommerce business

KEY FEATURES

- Learn from IIT Kharagpur faculty
- 4 hours interactive training (2 hours each on 2 days)
- Evaluation: 20 MCQ questions (20 marks)
- Minimum 70% for certification (14 marks)
- Certificate from VGSOM and IIT Kharagpur, Continuing Education Program

TARGET PARTICIPANTS

Top performing midlevel managers of Redington Gulf

COURSE CONTENTS

DAY	Topics (Each session is of 2 hour)	Faculty
1	Introduction to eCommerce eCommerce Business models B2B, B2C, emerging eCommerce, unique eCommerce Electronic Payment Systems Strategy and Implementation	Prof Swagato Chatterjee
2	Various eCommerce issues: Supply Chain Technology infrastructure Security Issues Legal, social and political issues International business and entry strategies for ecommerce	Prof Surojit Mookherjee

FACULTY MEMBERS

Dr. Swagato Chatterjee

Dr. Swagato Chatterjee, an IIT-IIM alumni, has a rich client base for MDP and consultancy projects on analytics, marketing, operations, technology and digital transformation: Ernst & Young, Yes Bank, CSC, Namura, Mitsubishi, Toyota, GE, Times of India, Coca-cola, Indian Oil, BEL, NTPC, HPCL, Philips, Piramal, RPG Group etc. He brings in a mixture of industry experience and academic knowledge in the class to cater to audience of different seniority levels.

Dr. Surojit Mookherjee

Prof. Mookherjee's experience includes 15 yrs of industrial research, manufacturing, operations, joint venture set up in the field of metal cutting tool and powder metallurgy. Post his industrial stint, he migrated to SAP project implementation and management, Business consulting, IT Outsourcing, Program management and IT Service sales for global clients. During this period of 18 years, he worked with Pricewaterhouse Coopers and IBM India.

COURSE COORDINATORS AND ADDRESS FOR COMMUNICATION

Course coordinator

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