

EUROPEAN BACHELOR'S IN E-COMMERCE - LEVEL 6 EQF



Level
6 EQF (*European
Qualifications Framework*)



Duration
1 year



Credits
60 ECTS



Target group
Students - people seeking
employment - employees
and professionals in the
sector



Admission requirements
Candidates holding a level 5
EQF qualification or a
qualification equivalent to the
attainment of 120 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work
Case studies and professional
scenarios
Individual and group projects



Professional assessments :

- Continuous assessment
- Case Study (6h)
- Practical Exercise (2h)
- Activity report and professional support (30 min)

CCE :

- Quizzes (1h20)

Modern language :

- Reading Comprehension (1h)
- Listening (45min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

www.fede.education/en/fede-quality-charter

E

-commerce is a rapidly expanding sector, with double-digit annual growth and a growing number of online shops.

The role of E-commerce manager has changed dramatically with the predominance of search engines, increased use of social media, the emergence of online sales giants and massive investment in Big Data. The European Bachelor's Degree in E-commerce aims to train the E-commerce managers of tomorrow by providing them with the theoretical and practical skills needed to manage an online shop.

LEARNING OUTCOMES

- Understand the technical and functional environment of an e-commerce site
- Understand and master the various traffic acquisition levers for an e-commerce site
- Understand the legal framework for online sales
- Know and master e-commerce project methods
- Understand and analyse the performance indicators of an e-commerce site
- Master best practice in e-commerce conversion and retention

PROGRAMME

PROFESSIONAL SKILLS (360-470 HOURS)

Marketing and Sales Development

Strategic and operational marketing - CRM and customer management optimisation - Marketing and consumer law - Distribution - Communication law - B-to-B marketing - E-marketing - Brand management - Sales development

E-commerce

Ecosystem and marketing strategy - Legal framework for online sales - E-commerce site technology and functionality - Project methods and performance measurement - E-commerce site traffic acquisition levers - Customer Relationship - Management for an E-commerce Website

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1
German, English, Spanish, French, Italian, Portuguese
Modern language 2 and 3 (optional)
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- E-commerce Manager
- E-commerce Consultant
- Digital Director
- E-commerce Project Manager
- Webmarketing Manager
- E-commerce Product Manager

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)