PUNJAB BOARD OF TECHNICAL EDUCATION
21-A, Kashmir Block Allama Iqbal Town, Lahore
www.pbte.edu.pkTel # 042-99260273 email: rnd.pbte@gmail.com
SAY NO TO CORRUPTION

No: PBTE/R&D/2026/25 Dated: 28-01-2026

NOTIFICATION

In pursuance of the NAVTTC Notification No. (D.G) (SS&C)/ITMC/2025 dated 17.12.2025, it is notified that the newly developed curricula of the following technologies have been approved by National Vocational & Technical Training Commission (NAVTTC) for their implementation in all institutes affiliated with PBTE.

- DAE in Cross Border E-Commerce (03 Years)
- DAE in Live Streaming and Operation (03 Years)

The implementation of said technologies shall apply on the students who shall be registered for academic session 2026-27 and onward. Punjab Board of Technical Education shall conduct the examination of the said technologies w.e.f. 1st Annual Examination 2027. Soft copy of the curricula of the said technologies may be downloaded from the website of PBTE i.e. www.pbte.edu.pk/textbooks.html.

SECRETARY

CC to:

1- PS to Chairperson PBTE, Lahore.
2- PA to Secretary PBTE, Lahore.
3- PA to Controller of Examinations PBTE, Lahore.
4- PA to DG Academics TEVTA, Lahore.
5- PA to DG Operations TEVTA, Lahore.
6- The Principals concerned.
7- Deputy Controller of Examinations (Conduct) PBTE, Lahore
8- Deputy Controller of Examinations (Secrecy) PBTE, Lahore.
9- System Analyst PBTE, Lahore.
10-Assistant Controller of Examinations (Technical) PBTE, Lahore.
11-Assistant Controller of Examinations (Conduct) PBTE, Lahore.
12-Assistant Controller of Examinations (Secrecy) PBTE, Lahore.
13-Assistant Controller of Examinations (P&P-I) PBTE, Lahore.
14-Assistant Controller of Examinations (P&P-II) PBTE, Lahore.
15-Assistant Secretary (Recognition) PBTE, Lahore.
16-IPS PBTE, Lahore.
17-IOW PBTE, Lahore.
18-Web Administrator PBTE, Lahore to upload on website of PBTE.
19-Notification File.

CURRICULUM
FOR
DIPLOMA OF ASSOCIATE ENGINEER

IN

CROSS-BORDER E-COMMERCE

(3- Year Course)

2025

CURRICULUM SALIENT

Qualification Title	3-Year Diploma of Associate Engineer (D.A.E.) in Cross-border E-commerce
Qualification Stream	Technical
Duration of Course	3 Years（Annual System）
Total Training Credit Hours	70
Entry Level	Entry Level Matric with Sc.
Annual Intake	As approved by the respective TEVTA
Methodology	40% Theory； 60% Practical
Instructional Medium	Urdu / English

Scheme of Studies D.A.E. Cross-border E-commerce

FIRST YEAR						
Code		**Subjects**	**Total Hrs**	**T**	**P**	**C**
Gen	111	Islamiat and Pak Studies	32	1	0	1
TTQ-111 /Civic-111		Tarjumat-ul-Quran / Civics	32	1	0	1
Eng	112	English	64	2	0	2
Math	113	Applied Mathematics	96	3	0	3
Phy	132	Applied Physics	128	1	3	2
Ch	112	Applied Chemistry	128	1	3	2
CBEC	115	Fundamentals of Cross-border E-commerce	288	3	6	5
CBEC	122	International Business Culture and Etiquette	128	1	3	2
CBEC	132	International Business Negotiation	128	1	3	2
CBEC	143	Business Data Analysis	160	2	3	3
CBEC	152	International Business Law	64	2	0	2
Total			**1248**	**18**	**21**	**25**

SECOND YEAR						
Code		**Subjects**	**Total Hrs**	**T**	**P**	**C**
Gen	201	Islamiat and Pak Studies	32	1	0	1
TTQ-211/Civic-211		Tarjumat-ul-Quran / Civics	32	1	0	1
Math	212	Applied Mathematics-II	64	2	0	2
CBEC	213	Cross-border E-commerce Operations	160	1	6	3
CBEC	223	Visual Market Design	160	2	3	3
CBEC	233	Cross-border E-commerce Customer Service	160	2	3	3
CBEC	243	Product Selection Management	160	2	3	3
CBEC	253	International Market Promotion	160	2	3	3
CBEC	263	Cross-border E-commerce Payment and Settlement	160	2	3	3
CBEC	271	International Market Promotion Comprehensive Practical Training	96	0	3	1
Total			**1184**	**15**	**24**	**23**

THIRD YEAR						
Code		**Subjects**	**Total Hrs**	**T**	**P**	**C**
Gen	301	Islamiat and Pak Studies	32	1	0	1
CBEC	312	Cross-border E-commerce Promotion	128	1	3	2
CBEC	322	Overseas Social Media Marketing	128	1	3	2
CBEC	332	International Search Engine Marketing	128	1	3	2
CBEC	343	Cross-border E-commerce Live Streaming Operations	224	1	6	3
CBEC	352	Overseas Warehouse Operations and Management	128	1	3	2
CBEC	362	Data-Driven Operations in Cross-border E-commerce	128	1	3	2
CBEC	373	Cross-border Supply Chain Management	160	2	3	3
CBEC	382	Cross-border E-commerce Data Analysis and Applications	128	1	3	2
CBEC	391	Comprehensive Practical Training in Cross-border E-commerce Operations	96	0	3	1
Total			**1280**	**10**	**30**	**20**

1st Year

اسلامیات/مطالعہ پاکستان

		ٹی	پی	سی
حصہ اول اسلامیات	GEN III			
حصہ دوم مطالعہ پاکستان		1	0	1
موضوعات حصہ اول اسلامیات	سال اول	کل وقت: 20 گھنٹے		

کتاب و سنت

(ا) قرآن مجید

-1 تعارف قرآن مجید 2- نزول قرآن 3- مکی و مدنی سورتوں کی خصوصیات 4- وحی کی اقسام 5- پندرہ منتخب آیات مع ترجمہ

1.1 تنالو البر حتی تنفقوا مما تحبون
1.2 واعتصموا بحبل اللّٰہ جمیعا" ولا تفرقو
1.3 ولا یجرمنکم شنان قوم علی ان لا تعدلوا
1.4 ان اللّٰہ یامرکم ان تودوا الامانات الی اھلھا
1.5 ان اللّٰہ یامر بالعدل والاحسان
1.6 ان الصلوتہ تنھی عن الفحشاء وامنکر
1.7 لقد کان لکم فی رسول اللّٰہ سوۃ حسنتہ
1.8 ان اکرمکم عند اللّٰہ اتقاکم
1.9 وما آتاکم الرسول فخرزو ومانھی عنھوانتھوا
1.10 ولوفو بالعھد
1.11 وماشروھن بالمعروف
1.12 یمحق اللّٰہ الربوویر بی الصمدقات
1.13 واصبر علی ما اصابک
1.14 وقولو قولا سدیدا
1.15 ان الدین عند اللّٰہ السلام

(ب) سنت

-1 سنت کی اہمیت
-2 دس منتخب احادیث مع ترجمہ و تشریح

1- انما الاعمال بالنیات

2- انما بعثت لاتمم مکارم الاخلاق

3- لا یومن احدکم حتی یحب لاخیہ ما یحب لنفسہ

4- المسلم من سلم المسلمون من لسانہ ویدہ

5- قل امنت باللہ ثم استقم

6- خیرکم خیرکم لاہلہ

7- سباب المسلم فسوق وقتالہ کفر

8- المومن اخو المومن

9- کل المسلم علی المسلم حرام بمعہ وما لہ وعرضہ

10- ایتہ المنافق ثلاث اذا حدیث کذب واذا وعد اخلف واذا اوتمن خان

دین اسلام

2.1 اسلام کے بنیادی مقاصد کی وضاحت اور انسان کی انفرادی و اجتماعی زندگی پر ان کے اثرات

1- توحید

2- رسالت

3- آخرت

4- ملائکہ

5- آسمانی کتب

2.2 عبادات

1- نماز 2- روزہ 3- حج 4- زکوٰۃ

مندرجہ بالا عبادات کی اہمیت و فضیلت، حکمتیں اور انسان کی انفرادی و معاشرتی زندگی پر اس کے اثرات

حصہ اول

حصہ اسلامیات

تدریسی مقاصد

۱۔ قرآن مجید

عمومی مقصد: طالب علم یہ سمجھنے کے قابل ہو کہ اسلام کی تعلیمات کا اصل سرچشمہ قرآن مجید ہے

خصوصی مقاصد: طالب علم اس قابل ہو جائے گا کہ

- ☆ قرآن مجید کی تعریف کر سکے گا
- ☆ قرآن مجید کے نزول کی صورت بیان کر سکے
- ☆ قرآن مجید کی کی و مدنی سورتوں کی پہچان کر سکے
- ☆ منتخب آیات کا ترجمہ و تشریح کر سکے

عمومی مقصد: یہ سمجھنے کے قابل ہو جائے گا کہ منتخب قرآنی آیات کے ذریعے اسلامی تعلیمات کا مفہوم کیا ہے

- ☆ قرآنی آیات کا ترجمہ تشریح کر سکے
- ☆ قرآنی تعلیمات کی روشنی میں اپنی اور معاشرتی اصلاح کر سکے

2. سنت

عمومی مقصد: طالب علم سنت نبوی کی اہمیت اور ضرورت کو اچھی طرح سمجھنے کے قابل ہو جائے گا

خصوصی مقصد:

- ☆ سنت کی تعریف بیان کر سکے
- ☆ سنت کی اہمیت و ضرورت کی وضاحت کر سکے
- ☆ سنت کی روشنی میں اسوہ حسنہ پر عمل کر سکے

3. منتخب احادیث نبویہ

عمومی مقصد: احادیث کی روشنی میں اخلاقی اقدار سے آگاہی حاصل کر سکے

خصوصی مقصد: احادیث کا ترجمہ و تشریح کر سکے

رسول اللہ ﷺ کے اسوۂ حسنہ کی پیروی کا جذبہ پیدا ہو سکے

دین اسلام

عمومی مقاصد: دین اسلام کے بنیادی مقاصد اور عبادات کے بارے میں جان سکے اور بیان کر سکے

خصوصی مقاصد

لفظ دین اسلام کے لغوی اور اصطلاحی معنی بیان کر سکے

اسلام کے بنیادی مقاصد کی اہمیت بیان کر سکے

اسلام کے بنیادی مقاصد سے انسان کی انفرادی و اجتماعی زندگی پر پڑنے والے اثرات بیان کر سکے

عبادت کے لغظی و اصطلاحی معنی بیان کر سکے

عقیدے اور عبادت کا فرق بیان کر سکے

عبادات (نماز، روزہ، حج، زکواۃ) کے فوری اثرات اور انسانی زندگی پر ان کی اثرات بیان کر سکے

اسلامی مقاصد و عبادات کے مطابق اپنی زندگی ڈھال کر ایک اچھا مسلمان بن سکے

(غیر مسلم طلباء کے لئے)

نصاب اخلاقیات سال اول	GEN III	ئی بی سی
حصہ دوم مطالعہ پاکستان		1 0 1
	موضوعات	کل وقت - 20 گھنٹے

اخلاقیات کی تعریف اور اہمیت

اخلاقیات کا معیار (قانون، عقل، الہی کتب)

مندرجہ ذیل اخلاق کی وضاحت

- ☆ دیانت داری
- ☆ وفاداری
- ☆ نظم و ضبط
- ☆ راست گوئی
- ☆ صبر و استقلال
- ☆ حوصلہ مندی
- ☆ وقت کی پابندی
- ☆ صفائی
- ☆ اعتماد
- ☆ باہمی احترام
- ☆ مصلحت

نصاب اخلاقیات (سال اول)

تدریسی مقاصد

عمومی مقاصد: اعلیٰ اخلاق کی وجہ سے ملکی ترقی میں مکمل قدر افزائی کر سکے

خصوصی مقاصد: طالب اس علم سے اس قابل ہو گا کہ

- ☆ موضوعات کا مطلب بیان کر سکے
- ☆ عملی زندگی سے مثالوں کی نشاندہی کر سکے
- ☆ اپنی شخصیت اور معاشرے پر موضوعات کے مثبت اثرات پیدا کرنے کے طریقے بیان کر سکے
- ☆ دیانت داری کی اہمیت بیان کر سکے
- ☆ وفاداری کی اہمیت بیان کر سکے
- ☆ نظم و ضبط کی افادیت بیان کر سکے
- ☆ صدق بیان کی ضرورت بیان کر سکے
- ☆ حوصلہ مندی کے فوائد بیان کر سکے
- ☆ وقت کی پابندی کے فوائد بیان کر سکے
- ☆ صفائی اور باہمی اختیار سے حسن کارکردگی کو بیان کر سکے
- ☆ مصلحت کے فوائد بیان کر سکے

نصاب (سال اول) Gen III

حصہ دوئم　　مطالعہ پاکستان　　کل وقت 12 گھنٹے

موضوعات

☆ حریت فکر : مسلمان قوم میں آزادی فکر کی تاریخ - مسلمانوں میں سیاسی آزادی کی اہمیت اور ضرورت - ذاتی ، جماعتی غلامی کے نقصانات

☆ نظریہ پاکستان

قیام پاکستان کی اساس (دین اسلام) قیام پاکستان کی غرض و غایت نظریہ پاکستان کی وضاحت - نظریہ پاکستان اور مسلم اقبال اور قائداعظم کے ارشادات کی روشنی میں

☆ نظریہ پاکستان کا تاریخی پس منظر

محمد بن قاسم کی آمد - مجدد الف ثانی اور شاہ ولی اللہ کی تبلیغی خدمات سید احمد شہید کی تحریک مجاہدین

☆ تعلیمی تحریکیں

علی گڑھ - ندوۃ العلماء (لکھنؤ) - مدرسۃ الاسلام - (کراچی) اسلامیہ کالج (پشاور) انجمن حمایت اسلام (لاہور)

مطالعہ پاکستان (حصہ دوئم)

تدریسی مقاصد

حریت فکر:

عمومی مقصد

طالب علم یہ جان لے کہ اسلام میں اور مسلمان قوم میں آزادی فکر کی کیا اہمیت ہے

خصوصی مقاصد

☆ حریت فکر کا معنی و مفہوم بیان کر سکے

☆ آزادی فکر کی اہمیت بیان کر سکے

☆ خصوصاً اسلام میں آزادی اظہار رائے کی اہمیت بیان کر سکے

☆ ذہنی غلامی کے قومی سطح پر نقصانات کے بیان کر سکے

☆ جسمانی غلامی قومی سطح پر نقصانات بیان کر سکے

نظریہ پاکستان

عمومی مقصد:

نظریہ پاکستان (دین اسلام) سے پوری طرح واقفیت ہو جائے

خصوصی مقاصد:

☆ نظریہ کی تعریف بیان کر سکے اور اس کی وضاحت کر سکے

☆ نظریہ پاکستان کی تعریف کر سکے اور اس کا مفہوم بیان کر سکے

☆ علامہ اقبال اور قائداعظم کے فرمودات کی روشنی میں نظریہ پاکستان بیان کر سکے

نظریہ پاکستان کا تاریخی پہلو

عمومی مقصد

☆ نظریہ پاکستان کے تاریخی پس منظر سے واقفیت حاصل کر سکے

خصوصی مقاصد:

☆ محمد بن قاسم کے بارے میں بیان کر سکے

- محمد بن قاسم کے ہندوستان پر حملہ کی وجہ بیان کر سکے
- محمد بن قاسم کے ہندوستان پر حملہ کے اثرات بیان کر سکے
- بیان کر سکے کہ ہندوستان میں ہندو مسلم دو قومی نظریہ کا نکتہ آغاز کیا ہے
- مجدد الف ثانی کی علمی خدمات بیان کر سکے
- شاہ ولی اللہ کی علمی خدمات بیان کر سکے
- مجدد الف ثانی اور شاہ ولی اللہ نے جو تبلیغ دین اور مہمات میں سیاسی شعور پیدا کیا اسے بیان کر سکے

علمی تحریکیں

عمومی مقصد

- برصغیر کی علمی تحریکوں سے آگاہی حاصل ہو سکے

خصوصی مقاصد:

- علی گڑھ - دیوبند - ندوۃ العلماء مدرسۃ السلام ، اسلامیہ کالج۔ انجمن حمایت اسلام نے تعلیم کے ذریعہ سیاسی شعور مسلمانوں میں پیدا کیا اسے بیان کر سکے
- آزادی ہند کے سلسلہ میں تحریک مجاہدین کی خدمات بیان کر سکے

TTQ 111/ CIVIC-111 TARJAMA TUL QURAN / CIVICS

Theory	**32**	**T**	**P**	**C**
Practical	**0**	**1**	**0**	**1**

As per syllabus of BISE/General Education Boards

Eng-112 ENGLISH

Total Contact Hours	**T**	**P**	**C**
Theory 64 Hrs	**2**	**0**	**2**

AIMS: At the end of the course, the students will be equipped with cognitive skill to enable them to present facts in a systematic and logical manner to meet the language demands of dynamic field of commerce and industry for functional day-to-day use and will inculcate skills of reading, writing and comprehension.

COURSE CONTENTS

ENGLISH PAPER "A"

1. PROSE/TEXT 16 Hrs

1.1 First eight essays of Intermediate. English Book-II

2. CLOZE TEST 4 Hrs

1.2 A passage comprising 50-100 words will be selected from the text. Every 11th word or any word for that matter will be omitted. The number of missing word will range between 5-10. The chosen word may or may not be the one used in the text, but it should be an appropriate word.

ENGLISH PAPER "B"

3. GRAMMAR 26 Hrs

3.1 Sentence Structure.

3.2 Tenses.

3.3 Parts of speech.

3.4 Punctuation,

3.5 Change of Narration.

3.6 One word for several

3.7 Words often confused

4. COMPOSITION 8 Hrs

4.1 Letters/Messages

4.2 Job application letter

4.3 For character certificate/for grant of scholarship

4.4 Telegrams, Cablegrams and Radiograms, Telexes, Facsimiles

4.5 Essay writing

4.6 Technical Education, Science and Our life, Computers,

Environmental Pollution, Duties of a Student. **4 Hrs**

5. TRANSLATION **6 Hrs**

5.1 Translation from Urdu into English.

For Foreign Students: A paragraph or a dialogue.

RECOMMENDED BOOKS

1. Intermediate English Book-II.
2. An English Grammar and Composition of Intermediate Level.
3. A Hand Book of English Students by Gatherer

Eng-112 ENGLISH

INSTRUCTIONAL OBJECTIVES

PAPER-A

1. DEMONSTRATE BETTER READING, COMPREHENSION AND VOCABULARY

1.1 Manipulate, skimming and scanning of the text.

1.2 Identify new ideas.

1.3 Reproduce facts, characters in own words

1.4 Write summary of stories

2. UNDERSTAND FACTS OF THE TEXT

2.1 Rewrite words to fill in the blanks recalling the text.

2.2 Use own words to fill in the blanks.

PAPER-B

3. APPLY THE RULES OF GRAMMAR IN WRITING AND SPEAKING

3.1 Use rules of grammar to construct meaningful sentences containing a subject and a predicate.

3.2 State classification of time, i.e. present, past and future and use verb tense correctly in different forms to denote relevant time.

3.3 Identify function words and content words.

3.4 Use marks of punctuation to make sense clear.

3.5 Relate what a person says in direct and indirect forms.

3.6 Compose his writings.

3.7 Distinguish between confusing words.

4. APPLY THE CONCEPTS OF COMPOSITION WRITING TO PRACTICAL SITUATIONS

4.1 Use concept to construct applications for employment, for character certificate, for grant of scholarship.

4.2 Define and write telegrams, cablegrams and radiograms, telexes, facsimiles

4.3 Describe steps of a good composition writing.

4.4 Describe features of a good composition.

4.5 Describe methods of composition writing.

4.6 Use these concepts to organize facts and describe them systematically impractical situation;

5. APPLIES RULES OF TRANSLATION

5.1 Describe confusion.

5.2 Describe rules of translation.

5.3 Use rules of translation from Urdu to English in simple paragraph and sentences.

Math-113 APPLIED MATHEMATICS

Total Contact Hours	**T**	**P**	**C**
Theory 96 Hrs	**3**	**0**	**3**

Pre-requisites: Must have completed a course of Elective Mathematics at Matric level.

AIMS: After completing the course the students will be able to

1. Solve problems of Algebra, Trigonometry, vectors. Menstruation, Matrices and Determinants.
2. Develop skill, mathematical attitudes and logical perception in the use of mathematical instruments as required in the technological fields.
3. Acquire mathematical clarity and insight in the solution of technical problems.

COURSE CONTENTS

1. **QUADRATIC EQUATIONS** **6 Hrs**

1.1 Standard Form

1.2 Solution

1.3 Nature of roots

1.4 Sum & Product of roots

1 .5 Formation

1.6 Problems

2. ARITHMETIC PROGRESSION AND SERIES **3Hrs**

2.1 Sequence

2.2 Series

2.3 nth term

2.4 Sum of the first n terms

2.5 Means

2.6 Problems

3. GEOMETRIC PROGRESSION AND SERIES **3Hrs**

3.1 nth term

3.2 sum of the first n terms

3.3 Means

3.4 Infinite Geometric progression

3.5 Problems

4. BINOMIAL THEOREM 6 Hrs

4.1 Factorials

4.2 Binomial Expression

4.3 Binomial Co-efficient

4.4 Statement

4.5 The General Term

4.6 The Binomial Series.

4.7 Problems

5. PARTIAL FRACTIONS 6 Hrs

5.1 Introduction

5.2 Linear Distinct Factors Case I

5.3 Linear Repeated Factors Case II12

5.4 Quadratic Distinct Factors Case III

5.5 Quadratic Repeated Factors Case IV

5.6 Problems

6. FUNDAMENTALS OF TRIGONOMETRY 6 Hrs

6.1 Angles

6.2 Quadrants

6.3 Measurements of Angles

6.4 Relation between Sexagesimal & circular system

6.5 Relation between Length of a Circular Arc & the Radian Measure of its central Angle

6.6 Problems

7. TRIGONOMETRIC FUNCTIONS AND RATIOS 6 Hrs

7.1 trigonometric functions of any angle

7.2 Signs of trigonometric Functions

7.3 Trigonometric Ratios of particular Angles

7.4 Fundamental Identities

7.5 Problems

8. GENERAL INDENTITIES 6 Hrs

8.1 The Fundamental Law

8.2 Deductions

8.3 Sum & Difference Formulae

8.4 Double Angle Identities

8.5 Half Angle Identities

8.6 Conversion of sum or difference to products

8.7 Problems

9. SOLUTION OF TRIANGLES 6 Hrs

9.1 The law of Sines

9.2 The law of Cosines

9.3 Measurement of Heights & Distances

9.4 Problems

10. MENSURATION OF SOLIDS 30 Hrs

10.1 Review of regular plane figures and Simpson's Rule

10.2 Prisms

10.3 Cylinders

10.4 Pyramids

10.5 Cones

10.6 Frusta

10.7 Spheres

11. VECTORS 9 Hrs

11.1 Sealers & Vectors

11.2 Addition & Subtraction

11.3 The unit Vectors I, j, k

11.4 Direction Cosines

11.5 Sealer or Dot Product

11.6 Deductions

11.7 Dot product in terms of orthogonal components13

11.8 Deductions

11.9 Analytic Expression for a x b.

11.10 Problems.

12. MATRICES AND DETERMINANTS 9 Hrs

12.1 Definition of Matrix

12.2 Rows & Columns

12.3 Order of a Matrix

12.4 Algebra of Matrices

12.5 Determinants

12.6 Properties of Determinants

12.7 Solution of Linear Equations

12.8 Problems

REFERENCE BOOKS

A Text Book of Mathematics (Math-113) by TEVTA, authored by Sana ullah Kan, Tahir Hamid & Nasir ud-Din, published by National Book Foundation.

Math-113 APPLIED MATHEMATICS

INSTRUCTIONAL OBJECTIVES

1. USE DIFFERENT METHODS FOR THE SOLUTION OF QUADRATIC EQUATIONS

1.1 Define a standard quadratic equation.

1.2 Use methods of factorization and method of completing the square for solving the equations.

1.3 Derive quadratic formula.

1.4 Write expression for the discriminant

1.5 Explain nature of the roots of a quadratic equation.

1.6 Calculate sum and product of the roots.

1.7 Form a quadratic equation from the given roots.

1.8 Solve problems involving quadratic equations.

2. UNDERSTAND APPLY CONCEPT OF ARITHMETIC PROGRESSION AND SERIES

2.1 Define an Arithmetic sequence and a series

2.2 Derive formula for the nth term of an A.P.

2.3 Explain Arithmetic Mean between two given numbers

2.4 Insert n Arithmetic means between two numbers

2.5 Derive formulas for summation of an Arithmetic series

2.6 Solve problems on Arithmetic Progression and Series

3. UNDERSTAND GEOMETRIC PROGRESSION AND SERIES

3.1 Define a geometric sequence and a series.

3.2 Derive formula for nth term of a G.P.

3.3 Explain geometric mean between two numbers.

3.4 Insert n geometric means between two numbers.

3.5 Derive a formula for the summation of geometric Series.

3.6 Deduce a formula for the summation of an infinite G.P.

3.7 Solve problems using these formulas.

4. EXPAND AND EXTRACT ROOTS OF A BINOMIAL

4.1 State binomial theorem for positive integral index.

4.2 Explain binomial coefficients: (n,0), (n,1)……..(n,r),…….(n,n)

4.3 Derive expression for the general term.

4.4 Calculate the specified terms.

4.5 Expand a binomial of a given index.

4.6 Extract the specified roots

4.7 Compute the approximate value to a given decimal place.

4.8 Solve problems involving binomials.

5. RESOLVE A SINGLE FRACTION INTO PARTIAL FRACTIONS USING DIFFERENT METHODS.

5.1 Define a partial fraction, a proper and an improper fraction.

5.2 Explain all the four types of partial fractions.

5.3 Set up equivalent partial fractions for each type.

5.4 Explain the methods for finding constants involved.

5.5 Resolve a single fraction into partial fractions.

5.6 Solve problems involving all the four types.

6. UNDERSTAND SYSTEMS OF MEASUREMENT OF ANGLES.

6.1 Define angles and the related terms.15

6.2 Illustrate the generation of angle.

6.3 Explain sexagesimal and circular systems for the measurement of angles

6.4 Derive the relationship between radian and degree.

6.5 Convert radians to degrees and vice versa.

6.6 Derive a formula for the circular measure of a central angle.

6.7 Use this formula for solving problems.

7. APPLY BASIC CONCEPTS AND PRINCIPLES OF TRIGONOMETRIC FUNCTIONS

7.1 Define the basic trigonometric functions/ratios of an angle as ratios of the sides of a right triangle.

7.2 Derive fundamental identities.

7.3 Find trigonometric ratios of particular angles.

7.4 Draw the graph of trigonometric functions.

7.5 Solve problems involving trigonometric functions.

8. USE TRIGONOMETRIC IDENTITIES IN SOLVING TECHNOLOGICAL PROBLEMS

8.1 List fundamental identities

8.2 Prove the fundamental law

8.3 Deduce important results

8.4 Derive-sum and difference formulas

8.5 Establish half angle, double angle & triple angle formulas

8.6 Convert sum or difference into product& vice versa

8.7 Solve problems

9. USE CONCEPTS, PROPERTIES AND LAWS OF TRIGONOMETRIC FUNCTIONS FOR SOLVING TRIANGLES

9.1 Define angle of elevation and angle of depression.

9.2 Prove the law of sins and the law of cosines.

9.3 Explain elements of a triangle.

9.4 Solve triangles and the problems involving heights and distances.

10. USE PRINCIPLES OF MENSTRUATION IN FINDING SURFACES, VOLUMEAND WEIGHTS OF SOLIDS.

10.1 Define menstruation of plane and solid figures

10.2 List formulas for perimeters & areas of plane figure.

10.3 Define pyramid and cone.

10.4 Define frusta of pyramid and cone.

10.5 Define a sphere and a shell.

10.6 Calculate the total surface and volume of each type of solid.

10.7 Compute weight of solids.

10.8 Solve problems of these solids.

11. USE THE CONCEPT AND PRINCIPLES OF VECTORS IN

SOLVING TECHNOLOGICAL PROBLEMS.

11.1 Define vector quantity.

11.2 Explain addition and subtraction of vector

11.3 Illustrate unit vectors I, j, k.

11.4 Express a vector in the component form.

11.5 Explain magnitude, unit vector, direction cosines of a vector.

11.6 Derive analytic expression for dot product and cross product of two vector.

11.7 Deduce conditions of perpendicularly and parallelism of two vectors.

11.8 Solve problems16

12. USE THE CONCEPT OFMATRICES & DETERMINANTS IN SOLVING TECHNOLOGICAL PROBLEMS

12.1 Define a matrix and a determinant.

12.2 List types of matrices.

12.3 Define transpose, ad joint and inverse of a matrix.

12.4 State properties of determinants.

12.5 Explain basic concepts.

12.6 Explain algebra of matrices.

12.7 Solve linear equation by matrices.

12.8 Explain the solution of a determinant.

12.9 Use crammers rule for solving linear equations.

Phy 132 APPLIED PHYSICS

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

AIMS: The students will be able to understand the fundamental principles and concept of physics, use these to solve problems in practical situations/technological courses and understand concepts to learn advance physics/technical courses.

COURSE CONTENTS

1. **MEASUREMENT** **2 Hrs**

1.1 Fundamental units and derived units

1.2 Systems of measurement and S.I. units

1.3 Concept of dimensions, dimensional formula

1.4 Conversion from one system to another

1.5 Significant figures

2. **SCALARS AND VECTORS** **4 Hrs**

2.1 Revision of head to tail rule

2.2 Laws of parallelogram, triangle and polygon of forces

2.3 Resolution of a vector

2.4 Addition of vectors by rectangular components

2.5 Multiplication of two vectors, dot product and cross product

3. **MOTION** **4 Hrs**

3.1 Review of laws and equations of motion

3.2 Law of conservation of momentum

3.3 Angular motion

3.4 Relation between linear and angular motion

3.5 Centripetal acceleration and force

3.6 Equations of angular motion

4.	**TORQUE, EQUILIBRIUM AND ROTATIONAL INERTIA**	**6 Hrs**
4.1	Torque	
4.2	Centre of gravity and centre of mass	
4.3	Equilibrium and its conditions	
4.4	Torque and angular acceleration	
4.5	Rotational inertia	
5.	**WAVE MOTION**	**4 Hrs**
5.1	Review Hooke's law of elasticity	
5.2	Motion under an elastic restoring force	
5.3	Characteristics of simple harmonic motion	
5.4	S.H.M. and circular motion	
5.5	Simple pendulum	
5.6	Wave form of S.H.M.	
5.7	Resonance	
5.8	Transverse vibration of a stretched string	
6.	**SOUND**	**4 Hrs**
6.1	Longitudinal waves	
6.2	Intensity, loudness, pitch and quality of sound	
6.3	Units of Intensity of level and frequency response of ear	
6.4	Interference of sound waves silence zones, beats	
6.5	Acoustics	
6.6	Doppler effect.	
7.	**LIGHT**	**4 Hrs**
7.1	Review laws of reflection and refraction	
7.2	Image formation by mirrors and lenses	
7.3	Optical instruments	
7.4	Wave theory of light	
7.5	Interference, diffraction, polarization of light waves	
7.6	Applications of polarization in sunglasses, optical activity and stress analysis	
8	**OPTICAL FIBRE**	**2 Hrs**

8.1 Optical communication and problems

8.2 Review total internal reflection and critical angle

8.3 Structure of optical fiber

8.4 Fiber material and manufacture

8.5 Optical fiber - uses.

9. LASERS 2 Hrs

9.1 Corpuscular theory of light

9.2 Emission and absorption of light

9.3 Stimulated absorption and emission of light

9.4 Laser principle

9.5 Structure and working of lasers

9.6 Types of lasers with brief description.

9.7 Applications (basic concepts)

9.8 Material processing

9.9 Laser welding

9.10 Laser assisted machining

9.11 Micro machining

9.12 Drilling, scribing and marking

9.13 Printing

9.14 Lasers in medicine

RECOMMENDED BOOKS

1.Tahir Hussain, Fundamentals of Physics Vol-I and II

2.Farid Khawaja, Fundamentals of Physics Vol-I and II

3.Wells and Slusher, Schaum's Series Physics .

4.Nelkon and Oyborn, Advanced Level Practical Physics

5.Mehboob Ilahi Malik and Inam-ul-Haq, Practical Physics

6.Wilson, Lasers - Principles and Applications

7.M. Aslam Khan and M. Akram Sandhu, Experimental Physics Note Book

Phy-132 APPLIED PHYSICS

INSTRUCTIONAL OBJECTIVES

1. **USE CONCEPTS OF MEASUREMENT TO PRACTICAL SITUATIONS AND TECHNOLOGICAL PROBLEMS**

7.1 Write dimensional formulae for physical quantities

7.2 Derive units using dimensional equations

7.3 Convert a measurement from one system to another

7.4 Use concepts of measurement and Significant figures in problem solving.

8. **USE CONCEPTS OF SCALARS AND VECTORS IN SOLVING PROBLEMS INVOLVING THESE CONCEPTS**

8.1 Explain laws of parallelogram, triangle and polygon of forces

8.2 Describe method of resolution of a vector into components

8.3 Describe method of addition of vectors by rectangular components

8.4 Differentiate between dot product and cross product of vectors

8.5 Use the concepts in solving problems involving addition resolution and multiplication of vectors.

9. **USE THE LAW OF CONSERVATION OF MOMENTUM AND CONCEPTS OF ANGULAR MOTION TO PRACTICAL SITUATIONS**

9.1 Use law of conservation of momentum to practical/technological problems.

9.2 Explain relation between linear and angular motion

9.3 Use concepts and equations of angular motion to solve relevant technological problems.

10. **USE CONCEPTS OF TORQUE, EQUILIBRIUM AND ROTATIONAL INERTIA TO PRACTICAL SITUATIONS/PROBLEMS**

10.1 Explain Torque

10.2 Distinguish between Centre of gravity and centre of mass

10.3 Explain rotational Equilibrium and its conditions

10.4 Explain Rotational Inertia giving examples

10.5 Use the above concepts in solving technological problems.

11. USE CONCEPTS OF WAVE MOTION IN SOLVING RELEVANT PROBLEMS

11.1 Explain Hooke's Law of Elasticity

11.2 Derive formula for Motion under an elastic restoring force

11.3 Derive formulae for simple harmonic motion and simple pendulum

11.4 Explain wave form with reference to S.H.M. and circular motion

11.5 Explain Resonance

11.6 Explain Transverse vibration of a stretched string

11.7 Use the above concepts and formulae of S.H.M. to solve relevant problems.

12. UNDERSTAND CONCEPTS OF SOUND

12.1 Describe longitudinal wave and its propagation

12.1 Explain the concepts: Intensity, loudness, pitch and quality of sound

12.2 Explain units of Intensity of level and frequency response of ear

12.3 Explain phenomena of silence zones, beats

12.4 Explain Acoustics of buildings

12.5 Explain Doppler Effect giving mathematical expressions.

13 USE THE CONCEPTS OF GEOMETRICAL OPTICS TO MIRRORS AND LENSES

13.1 Explain laws of reflection and refraction

13.2 Use mirror formula to solve problems

13.3 Use the concepts of image formation by mirrors and lenses to describe working of optical instruments, e.g. microscopes, telescopes, camera and sextant.

14. UNDERSTAND WAVE THEORY OF LIGHT

14.4 Explain wave theory of light

14.5 Explain phenomena of interference, diffraction, polarization of light waves

14.6 Describe uses of polarization given in the course contents.

15. UNDERSTAND THE STRUCTURE, WORKING AND USES OF OPTICAL FIBER

15.1 Explain the structure of the Optical Fiber

15.2 Explain its principle of working

15.3 Describe use of optical fiber in industry and medicine.

Phy-132 APPLIED PHYSICS

LIST OF PRACTICALS **96 Hrs**

1. Draw graphs representing the functions:
   a. y=mx for m=0, 0.5, 1, 2
   b. $y=x^2$
   c. y=1/x
2. Find the volume of a given solid cylinder using vernier callipers.
3. Find the area of cross-section of the given wire using micrometer screw gauge.
4. Prove that force is directly proportional to (a) mass, (b) acceleration, using fletchers' trolley.
5. Verify law of parallelogram of forces using Grave-sands apparatus.
6. Verify law of triangle of forces and Lami's theorem
7. Determine the weight of a given body using
   a. Law of parallelogram of forces
   b. Law of triangle of forces
   c. Lami's theorem
8. Verify law of polygon of forces using Grave-sands apparatus.
9. Locate the position and magnitude of resultant of like parallel forces.
10. Determine the resultant of two unlike parallel forces.
11. Find the weight of a given body using principle of moments.
12. Locate the centre of gravity of regular and irregular shaped bodies.
13. Find Young's Modules of Elasticity of a metallic wire.
14. Verify Hooke's Law using helical spring.
15. Study of frequency of stretched string with length.
16. Study of variation of frequency of stretched string with tension.
17. Study resonance of air column in resonance tube and find velocity of sound.
18. Find the frequency of the given tuning fork using resonance tube.

19. Find velocity of sound in rod by Kundt's tube.
20. Verify rectilinear propagation of light and study shadow formation.
21. Study effect of rotation of plane mirror on reflection.
22. Compare the refractive indices of given glass slabs.
23. Find focal length of concave mirror by locating centre of curvature.
24. Find focal length of concave mirror by object and image method
25. Find focal length of concave mirror with converging lens.
26. Find refractive index of glass by apparent depth.
27. Find refractive index of glass by spectrometer.
28. Find focal length of converging lens by plane mirror.
29. Find focal length of converging lens by displacement method.
30. Find focal length of diverging lense using converging lens.
31. Find focal length of diverging lens using concave mirror.
32. Find angular magnification of an astronomical telescope.
33. Find angular magnification of a simple microscope (magnifying glass)
34. Find angular magnification of a compound microscope.
35. Study working and structure of camera.
36. Study working and structure of sextant.
37. Compare the different scales of temperature and verify the conversion formula.
38. Determine the specific heat of lead shots.
39. Find the coefficient of linear expansion of a metallic rod.
40. Find the heat of fusion of ice.
41. Find the heat of vaporization.
42. Determine relative humidity using hygrometer

Ch-112 APPLIED CHEMISTRY

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

Pre-requisite: The student must have studied the subject of elective chemistry at secondary, school level.

AIMS: After studying this course a student will be able to;

1.Understand the significance and role of chemistry in the development of modern technology. Become acquainted with the basic principles of chemistry as applied in the study of relevant Technology. Know the scientific methods for production, properties and use of materials of industrial & .technological significance.Gains skill for the efficient conduct of practical's in a Chemistry lab.

COURSE CONTENTS

1. INTRODUCTION AND FUNDAMENTAL CONCEPTS 2 Hrs

1.1 Orientation with reference to this technology

1.2 Terms used & units of measurements in the study of chemistry

1.3 Chemical Reactions & their types

2. ATOMIC STRUCTURE 2 Hrs

2.1 Sub-atomic particles

2.2 Architecture of atoms of elements, Atomic No. & Atomic Weight

2.3 The periodic classification of elements periodic law

2.4 General characteristics of a period and group

3. CHEMICAL BOND 2 Hrs

3.1 Nature of chemical Bond

3.2 Electrovalent bond with examples

3.3 Covalent Bond (Polar and Non-polar, sigma & Pi Bonds with examples

3.4 Co-ordinate Bond with examples

4. WATER **2 Hrs**

4.1 Chemical nature and properties.

4.2 Impurities

4.3 Hardness of water (types, causes & removal)

4.4 Scales of measuring hardness (Degrees Clark

4.5 Boiler feed water, scales & treatment

4.6 Sea-water desalination, sewage treatment

5. ACIDS, BASES AND SALTS **2 Hrs**

5.1 Definitions with examples

5.2 Properties, their strength, basicity & Acidity

5.3 Salts and their classification with examples

5.4 pH-value and scale

6. OXIDATION & REDUCTION **2 Hrs**

6.1 The process, definition& examples

6.2 Oxidizing and reducing agents

6.3 Oxides and their classifications

7. NUCLEAR CHEMISTRY **2 Hrs**

7.1 Introduction

7.2 Radioactivity (alpha, beta and gamma rays)

7.3 Half life process

7.4 Nuclear reaction & transformation of elements

8. CEMENT **2 Hrs**

8.1 Introduction

8.2 Composition and manufacture

8.3 Chemistry of setting and hardening

8.4 Special purpose cements

9. GLASS **2 Hrs**

9.1 Composition and raw material

9.2 Manufacture

9.3 Varieties and uses

10. PLASTICS AND POLYMERS **2 Hrs**

10.1 Introduction and importance

10.2 Classification

10.3 Manufacture

10.4 Properties and uses

11. PAINTS, VARNISHES AND DISTEMPER **2 Hrs**

11.1 Introduction

11.2 Constituents

11.3 Preparation and uses

12. CO RROSION **2 Hrs**

12.1 Introduction with causes

12.2 Types of corrosion

12.3 Rusting of iron

12.4 Protective measures against-corrosion

13. REFRACTORY MATERIALS AND ABRASIVE **2 Hrs**

13.1 Introduction to Refractories

13.2 Classification of Refractories

13.3 Properties and Uses

13.4 Introduction to Abrasives

13.5 Artificial and Natural Abrasives and their uses

14. ALLOYS **2 Hrs**

14.1 Introduction with need

14.2 Preparation and Properties

14.3 Some Important alloys and their composition

14.4 Uses

15. FUELS AND COMBUSTION **2 Hrs**

15.1 Introduction of fuels

15.2 Classification of fuels

15.3 Combustion

15.4 Numerical Problems of Combustion

16. LUBRICANTS 1 Hr

16.1 Introduction.

16.2 Classification.

16.3 Properties of lubricants.

16.4 Selection of lubricants:

17. POLLUTION 1 Hr

17.1 The problem and its dangers.

17.2 Causes of pollution.

17.3 Remedies to combat the hazards of pollution.

BOOKS RECOMMENDED

1. Text Book of Intermediate Chemistry (I & II)
2. Ilmi Applied Science by Sh. Atta Muhammad
3. Polytechnic Chemistry by J. N. Reedy Tata McGraw Hill (New Delhi)
4. Chemistry for Engineers by P.C. Jain (New Delhi, India)

Ch-112 APPLIED CHEMISTRY

INSTRUCTIONAL OBJECTIVES

1. UNDERSTAND THE SCOPE, SIGNIFICANCE AND FUNDAMENTAL ROLE OF THE SUBJECT

1.1 Define chemistry and its important terms

1.2 State the units of measurements in the study of chemistry

1.3 Write chemical formula of common compounds

1.4 Describe types of chemical reactions with examples

2. UNDERSTAND THE STRUCTURE OF ATOMS AND ARRANGEMENT OF SUB ATOMIC PARTICLES IN THE ARCHITECTURE OF ATOMS

2.1 Define atom.

2.2 State the periodic law of elements.

2.3 Describe the fundamental sub atomic particles

2.4 Distinguish between atomic ho. and mass no.; isotopes and isobars

2.5 Explain the arrangements of electrons in different shells and sub energy levels

2.6 Explain the grouping and placing of ^elements' in the periodic table

3. UNDERSTAND THE NATURE OF CHEMICAL BOUND

3.1 Define chemical bond

3.2 Describe the nature of chemical bond

3.3 Differentiate between electrovalent and covalent bonding

3.4 Explain the formation of polar and non polar, sigma and pi-bond with examples

3.5 Describe the nature of coordinate bond with examples

4. UNDERSTAND THE CHEMICAL NATURE OF WATER

4.1 Describe the chemical nature of water with its formula

4.2 Describe the general impurities present in water

4.3 Explain the causes and methods to removing hardness of water

4.4 Express hardness .in different units like mg/Iiter, p.p.m, degrees Clark and degrees French

4.5 Describe the formation and nature of scales in boiler feed water

4.6 Explain the method for the treatment of scales

4.7 Explain the sewage treatment and desalination of sea water

5. UNDERSTAND THE NATURE OF ACIDS, BASES AND SALTS

5.1 Define acids, bases and salts with examples

5.2 State general properties of acids and bases

5.3 Differentiate between acidity and basicity and use the related terms

5.4 Define salts, state their classification with examples

5.5 Explain p-H value of solution and pH scale

6. UNDERSTAND THE PROCESS OF OXIDATION AND REDUCTION

6.1 Define oxidation

6.2 Explain the oxidation process with examples

6.3 Define reduction

6.4 Explain reduction process with examples

6.5 Define oxidizing and reducing-agents and give it least six examples of each

6.6 Define oxides

6.7 Classify the oxides and give example

7. UNDERSTAND THE FUNDAMENTALS OF NUCLEAR CHEMISTRY

7.1 Define nuclear chemistry and radio activity

7.2 Differentiate between alphas, Beta and Gamma particles

7.3 Explain hall-life process

7.4 Explain at least six nuclei reactions resulting in the transformation of some elements

7.5" State important uses of isotopes

8. UNDERSTAND THE MANUFACTURE, SETTING AND HARDENING CEMENT

8.1 Define port land cement and give its composition

8.2 Describe the method of manufacture

8.3 Describe the chemistry of setting and hardening of cement

8.4 Distinguish between ordinary and special purpose cement

9. UNDERSTAND THE PROCESS OF MANUFACTURE OF GLASS.

9.1 Define glass

9.2 Describe its composition and raw materials

9.3 Describe the manufacture of glass

9.4 explain its varieties and uses

10. UNDERSTAND THE NATURE AND IMPORTANCE OF PLASTICS POLYMERS

10.1. Define plastics and polymers

10.2 Explain the mechanism of polymerization

10.3 Describe the preparation and uses of some plastics/polymers

11. KNOW THE CHEMISTRY OF PAINTS, VARNISHES AND DISTEMPERS

11.1 Define paints, varnishes and distemper

11.2 State composition of each

11.3 State methods of preparation of each and their uses

12. UNDERSTAND THE PROCESS OF CORROSION WITH ITS CAUSES AND TYPES

12.1 Define corrosion

12.2 Describe different types of corrosion

12.3 State the causes of corrosion

12.4 Explain the process of rusting of iron

12.5 Describe methods to prevent/control corrosion

13. UNDERSTAND THE NATURE OF REFRACTORY MATERIALS AND ABRASIVE

13.1 Define refractory materials

13.2 Classify refractory materials

13.3 Describe properties and uses of refractories

13.4 Define abrasive.

13.5 Classify natural and artificial abrasives

13.6 Describe uses of abrasives

14. UNDERSTAND THE NATURE AND IMPORTANCE OF ALLOYS

14.1 Define alloy

14.2 Describe different methods for the preparation of alloys

14.3 Describe important properties of alloys

14 4 Enlist some important alloys with their composition, properties and uses

15. UNDERSTAND THE NATURE OF FUELS AND THEIR COMBUSTION

15.1 Define fuels

15.2 Classify fuels and make distinction of solid, liquid & gaseous fuels

15.3 Describe important Fuels

15.4 Explain combustion

15.5 Calculate air quantities in combustion, gases

16. UNDERSTAND THE NATURE OF LUBRICANTS.

16.1 Define a lubricant

16.2 Explain the uses of lubricants

16.3 Classify lubricants and cite examples

16.4 State important properties of oils, greases and solid lubricants

16.5 State the criteria for the selection of lubricant tor, particular purpose/job

17. UNDERSTAND THE NATURE OF POLLUTION

17.1 Define Pollution (air. water, food)

17.2 Describe the causes of environmental pollution.

17.3 Enlist some common pollutants.

17.4 Explain methods to prevent pollution

CH-112 APPLIED CHEMISTRY

LIST OF PRACTICALS 96 Hrs

1. To introduce the common apparatus, glassware and chemical reagents used in the chemistry lab.
2. To purify a chemical substance by crystallization.
3. To separate a mixture of sand and salt.
4. To find the melting point of substance.
5. To find the pH of a solution with pH paper.
6. To separate a mixture of inks by chromatography.
7. To determine the co-efficient of viscosity of benzene with the help of Ostwald vasomotor.
8. To find the surface tension of a liquid with a stalagmometer.
9. To perform electrolysis of water to produce Hydrogen and Oxygen.
10. To determine the chemical equivalent of copper by electrolysis of Cu SO.
11. To get introduction with the scheme of analysis of salts for basic radicals.
12. To analyse 1st group radicals (Ag^{+} - Pb^{++} - Hg^{+}).
13. To make practice for detection 1st group radicals.
14. To get introduction with the scheme of II group radicals.
15. To detect and confirm II-A radicals (hg^{++}, Pb^{++++}, Cu^{+}, Cd^{++}, Bi^{+++}).
16. To detect and confirm II-B radicals Sn^{+++}, Sb^{+++}, As^{+++}).
17. To get introduction with the scheme of III group radicals (Fe^{+++} - Al^{+++}, Cr^{+++})
18. To detect and confirm Fe^{+++}, Al^{+++} and Cr^{+++}.
19. To get introduction with he scheme of IV group radicals.
20. To detect and confirm An^{++} and Mn^{++} radicals of IV group.
21. To detect and conform Co^{++} and Ni^{++} radicals of IV group.
22. To get introduction with the Acid Radical Scheme.
23. To detect dilute acid group.
24. To detect and confirm CO''_3 and HCO'_3 radicals.
25. To get introduction with the methods/apparatus of conducting volumetric estimations.

26. To prepare standard solution of a substance.

27. To find the strength of a given alkali solution.

28. To estimate HCO'_3 contents in water.

29. To find out the %age composition of a mixture solution of KNO_3 and KOH volumetrically.

30. To find the amount of chloride ions (Cl') in water volumetrically.

CBEC-115 FUNDAMENTALS OF CROSS-BORDER E-COMMERCE

Total Hours

		T	P	C
Theory	96 Hrs			
Practical	192 Hrs	3	**6**	**5**

AIMS:

This course aims to provide students with a solid understanding of global trade principles and practical skills in cross-border e-commerce. Students will learn key international trade theories, policies, and import–export procedures alongside hands-on training in digital export operations, including product selection, supplier development, store setup, marketing, logistics, and payment systems.

With emphasis on platforms relevant to Pakistan—such as Alibaba, Amazon, ExportHub, TradeKey, and Daraz Global—students will gain the ability to analyze trade environments, manage import–export contracts, and design compliant cross-border e-commerce workflows. The course prepares learners to apply theory to real-world trade scenarios and operate effective digital export businesses from Pakistan to global markets.

COURSE CONTENTS

Paper A

FUNDAMENTALS OF CROSS-BORDER E-COMMERCE (48 HOURS TOTAL)

1. OVERVIEW OF CROSS-BORDER E-COMMERCE — 6 HRS

1.1 Concept and scope of cross-border e-commerce

1.2 Industry chain and operational ecosystem

1.3 Key characteristics and business models

1.4 Global and Pakistani development environment

1.5 Current trends in cross-border e-commerce

2. MAINSTREAM PLATFORMS FOR CROSS-BORDER E-COMMERCE — 6 HRS

2.1 Classification of e-commerce platforms (B2B, B2C, hybrid)

2.2 Major global B2B platforms

2.3 Platforms relevant to Pakistan’s exporters

2.4 Platform selection strategies based on product and market

3. PRODUCT SELECTION FOR CROSS-BORDER E-COMMERCE — 6 HRS

3.1 Core principles of product selection

3.2 Product research and validation methods

3.3 Procurement workflow

3.4 Supplier identification and evaluation

4. STORE OPERATIONS IN CROSS-BORDER E-COMMERCE — 10 HRS

4.1 Store registration and compliance requirements

4.2 Standards for product publishing

4.3 Listing optimization techniques

4.4 Listing and delisting management

4.5 Promotional strategies for exports

4.6 Basics of paid advertising and traffic generation

5. LOGISTICS IN CROSS-BORDER E-COMMERCE — 8 HRS

5.1 Concepts of e-commerce logistics

5.2 Logistics models (postal, express, freight forwarding)

5.3 Overseas warehouse models

5.4 Customs clearance procedures and documentation

6. CUSTOMER SERVICE IN CROSS-BORDER E-COMMERCE — 6 HRS

6.1 Customer service workflow and responsibilities

6.2 Core principles of customer service

6.3 Required customer service skills

6.4 Cross-cultural communication strategies

6.5 Introduction to CRM tools for export businesses

7. PAYMENT & SETTLEMENT IN CROSS-BORDER E-COMMERCE — 6 HRS

7.1 Third-party payment platforms

7.2 Concept of settlement

7.3 Methods of settlement

7.4 End-to-end payment workflow

7.5 Pakistan's cross-border trade facilitation programs

PAPER B:

FUNDAMENTALS OF CROSS-BORDER E-COMMERCE (48 Hours Total)

1. OVERVIEW OF INTERNATIONAL TRADE — 3 Hrs

1.1 Evolution of global trade systems

1.2 Basic concepts, forms, and classifications

1.3 Scope and significance of international trade

2. FUNDAMENTAL THEORIES OF INTERNATIONAL TRADE — 5 Hrs

2.1 Global value chains and production networks

2.2 Classical and neoclassical trade theories

2.3 Modern theories (technology, innovation, competitiveness)

2.4 Role of multinational enterprises in global trade

3. INTERNATIONAL TRADE POLICIES & PROTECTIONISM — 4 Hrs

3.1 Contemporary protectionism

3.2 Trade barriers (tariff and non-tariff)

3.3 Sanctions and strategic autonomy

4. GLOBAL TRADE POLICY & REGULATORY FRAMEWORK 4 Hrs

4.1 Tariff structures and customs schedules

4.2 Non-tariff regulatory measures

4.3 Trade dispute resolution and compliance

5. GLOBAL ECONOMIC INTEGRATION — 3 Hrs

5.1 Types and stages of economic integration

5.2 Major regional trade agreements (RCEP, CPTPP, AfCFTA)

5.3 WTO reforms and governance challenges

6. PRODUCT DESCRIPTIONS & STANDARDS IN TRADE — 4 Hrs

6.1 Quality standards and certifications (ISO, sustainability labels)

6.2 Quantity expressions, units, and calculation methods

6.3 Packaging marks and labeling

7. TRADE TERMS & EXPORT PRICING — 5 Hrs

7.1 Trade terms (Incoterms) and their applications

7.2 Commissions, discounts, and pricing structures

7.3 Export costing and price calculation techniques

8. CARGO TRANSPORTATION & DOCUMENTATION — 5 Hrs

8.1 Freight calculation and key cost components

8.2 Bills of lading: functions, types, legal significance

8.3 Shipping terms and transport responsibilities

9. PAYMENT & FINANCIAL SETTLEMENT IN TRADE — 4 Hrs

9.1 International payment instruments (TT, draft, cheque)

9.2 Procedures of remittance and collection

9.3 Letters of Credit (LCs): essentials and workflow

10. NEGOTIATION & FORMATION OF TRADE CONTRACTS — 3 Hrs

10.1 Negotiation methods and communication strategies

10.2 Inquiries, offers, and counter-offers

10.3 Contract structure and essential clauses

11. FULFILLMENT OF EXPORT TRADE CONTRACTS — 4 Hrs

11.1 Export contract fulfillment procedures

11.2 Preparation of export documentation

11.3 Key precautions for checking Letters of Credit

12. FULFILLMENT OF IMPORT TRADE CONTRACTS — 4 Hrs

12.1 Import contract processing steps

12.2 Insurance handling and risk mitigation

12.3 Claim management and dispute resolution

BOOKS RECOMMENDED

1. **Cross-Border E-Commerce: Towards Seamless Connectivity** — *Yann Duval (UN ESCAP)*
2. **E-Commerce at the Border** — *International Trade Centre (ITC)*
3. **The Definitive Guide to Website Translation for Cross-Border E-Commerce** — *Janine Nothlichs*

International Trade: Theory and Policy — *Steve Suranovic* (OpenStax CNX)

International Economics: Theory and Policy — *Paul Krugman, Maurice Obstfeld, Marc Melitz* (free sample chapters available)

A Practical Guide to Trade Policy Analysis — *Marcelo Olarreaga & World Trade Organization (WTO*

CBEC-115 FUNDAMENTALS OF CROSS-BORDER E-COMMERCE

INSTRUCTIONAL OBJECTIVES

PAPER A

Fundamentals of CROSS-BORDER E-COMMERCE

1. Overview of Cross-Border E-Commerce

1.1 Understand the core concepts, essence, and characteristics of cross-border e-commerce.
1.2 Familiarize yourself with the global and Pakistani development trends.
1.3 Understand the industrial chain and operational ecosystem of cross-border e-commerce.

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2. Mainstream Platforms for Cross-Border E-Commerce

2.1 Familiarize yourself with classifications of cross-border e-commerce platforms (B2B/B2C).
2.2 Understand mainstream global B2B platforms.
2.3 Apply platform-selection techniques relevant to Pakistani exporters and SMEs.
2.4 Master the criteria for choosing suitable platforms based on product and market fit.

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3. Product Selection for Cross-Border E-Commerce

3.1 Understand the principles and essence of product selection.
3.2 Apply product research and selection methods.
3.3 Understand and perform the procurement workflow.
3.4 Evaluate and select suitable suppliers for cross-border operations.

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4. Store Operations & Promotions in Cross-Border E-Commerce

4.1 Understand the process of registering compliant online export stores.
4.2 Apply standards for publishing export-ready product listings.
4.3 Master listing optimization strategies.
4.4 Manage listing/delisting procedures effectively.
4.5 Apply paid and organic promotional strategies across platforms (Amazon, Alibaba, Daraz Global).
4.6 Integrate digital marketing tools (Meta Ads, Google Merchant Center, TikTok Shop) for store promotion.

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5. Logistics in Cross-Border E-Commerce

5.1 Understand logistical concepts used in global e-commerce.
5.2 Identify and compare major logistics models used in cross-border trade.
5.3 Familiarize yourself with overseas warehouse models.
5.4 Understand customs clearance requirements and documentation.

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6. Customer Service in Cross-Border E-Commerce

6.1 Understand customer service roles and workflows within e-commerce platforms.
6.2 Apply the principles of effective customer service.
6.3 Develop essential skills required for cross-border customer support.
6.4 Apply cross-cultural communication and language adaptation techniques.
6.5 Use CRM tools for customer relationship management.

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7. Payment & Settlement in Cross-Border E-Commerce

7.1 Familiarize yourself with commonly used third-party payment platforms.
7.2 Understand settlement concepts and global payment flows.
7.3 Apply settlement methods used in cross-border trade.

7.4 Understand cross-border payment gateway integration with local banks.
7.5 Understand tax and compliance requirements for cross-border payments.

PAPER B

Fundamentals of Cross Border E Commerce

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1. Overview of International Trade

1.1 Understand the historical evolution of international trade.
1.2 Familiarize yourself with foundational concepts and classifications.
1.3 Understand how trade theory connects with modern globalization.

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2. Fundamental Theories of International Trade

2.1 Understand the origin and development of trade theories.
2.2 Master classical and neoclassical trade theories.
2.3 Familiarize yourself with modern frameworks (New Trade Theory, GVCs, digital trade).
2.4 Understand the link between theory and global supply chain practices.

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3. Trade Protectionism: Theories & Policies

3.1 Understand the development of protectionist theories.
3.2 Master the meanings and logic behind protectionist measures.

3.3 Understand impacts of tariff and non-tariff barriers, sanctions, and strategic autonomy.

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4. International Trade Policies & Measures

4.1 Master modern trade policy instruments (tariff and non-tariff).
4.2 Understand economic impacts of trade policies on global markets.
4.3 Analyze how trade measures shape contemporary trade flows.

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5. Global Economic Integration

5.1 Understand forms and importance of economic integration.
5.2 Learn the evolution and roles of GATT, WTO, CPTPP, RCEP, AfCFTA.
5.3 Familiarize yourself with WTO dispute settlement and reform debates.

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6. Product Descriptions & Standards in Trade

6.1 Master methods for expressing product quality and related clauses.
6.2 Understand measurement units and quantity expressions.
6.3 Familiarize yourself with packaging requirements and transport marks.

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7. Trade Terms & Pricing Clauses

7.1 Master the application of Incoterms® and related trade practices.
7.2 Understand pricing mechanisms and cost responsibilities.
7.3 Calculate commissions, discounts, and export prices.

8. Cargo Transportation & Documentation

8.1 Calculate international freight components.
8.2 Master the functions and types of bills of lading.
8.3 Understand shipping terms and responsibilities under trade contracts.

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9. Payment & Settlement Methods

9.1 Understand bills of exchange and their use in trade.
9.2 Master remittance procedures.
9.3 Understand the meaning and procedures of collections.
9.4 Master the purpose and functioning of letters of credit.

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10. Negotiation & Conclusion of Trade Contracts

10.1 Understand export negotiation processes.
10.2 Understand inquiries, offers, and counter-offers.
10.3 Master the formation and acceptance of trade contracts.

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11. Fulfillment of Export Trade Contracts

11.1 Master the procedures for fulfilling export contracts.
11.2 Understand LC review and compliance requirements.
11.3 Familiarize yourself with export documentation and submission processes.

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12. FULFILLMENT OF IMPORT TRADE CONTRACTS

12.1 Master import contract execution procedures.
12.2 Understand LC opening requirements and precautions.
12.3 Understand documentation and customs requirements for import clearance.

CBEC-115 FUNDAMENTALS OF CROSS-BORDER E-COMMERCE

LIST OF PRACTICALS 192 Hrs

1. Prepare a report on research on the current development of cross-border e-commerce.

2. Prepare a report: Research on the industrial chain system of cross-border e-commerce and write report in Microsoft Word.

3. Prepare a report: Analyze the cross-border e-commerce value chain with reference to Pakistani exporters, logistics partners, and digital payment systems.

4. Conduct a comparative study report of platforms relevant to Pakistan (such as Alibaba, Amazon, ExportHub, TradeKey, and Daraz Global).

5. Perform a mock registration of a store on one platform (e.g., Alibaba or Daraz Global) to understand the compliance and setup process.

6. Research on supplier selection methods for different industry products.

7. Conduct market feasibility analysis for exportable Pakistani products (textiles, leather, handicrafts, sports goods).

8. Prepare a report on case studies on marketing promotion in cross-border e-commerce (ref: Impact of Online Advertisement on Online Buying Behaviour, Daraz).

9. Prepare a report on analysis of in-station marketing promotion methods on cross-border e-commerce platforms, based on the given case study.

10. Analysis of marketing promotion methods and characteristics of independent websites.

11. Apply paid promotion methods on Amazon Ads, Meta Ads, and TikTok Shop relevant to cross-border sales.

12. Use ChatGPT or Canva to create marketing content for cross-border product listings.
13. Perform applied research on customs clearance modes and procedures in different countries.

14. Prepare a report on “Why customer service matters in cross-border e-commerce” based on given case studies (Exploring the dynamics of cross-border e-commerce: reads.alibaba.com).

15. Perform search engine optimization and marketing for a given website.

16. Simulate cross-cultural communication and manage customer complaints via email or chat using tools like Shopify Inbox or WhatsApp Business/WeChat.

17. Perform research on tax policies for cross-border e-commerce.

18. Mini Project: Create a complete export e-commerce business plan, including platform selection, digital marketing, logistics strategy, payment solution, and compliance report.

19. Perform research on the historical development of international trade.

20. Perform research on the latest developments in international trade theory.

21. Draw relationship between international trade theory and international trade practice.

22. Perform analysis of economic effects and policies of various trade policies.

23. Perform analysis of quality clauses in international trade contracts.

24. Perform analysis of quantity clauses in international trade contracts.

25. Perform analysis of packaging clauses in international trade contracts.

26. Prepare a complete export cost sheet, calculate the total export cost and determine cost per unit for 500 leather wallets to export.

27. Perform analysis of price clauses in international trade contracts.

28. Calculate the multimodal transport and logistics costs (including air, sea, and rail).

29. Prepare the electronic bills of lading (e-BL) and submit digitally.

30. Prepare the international payment documents using electronic systems (SWIFT, blockchain).

31. Verify the electronic letters of credit (e-L/C) and online trade finance tools.

32. Negotiate virtual business using digital trade platforms (e.g., Alibaba, TradeKey).

33. Draft a digital signature of trade contracts via secure e-signature tools.

34. Order online booking of shipping and logistics services via global freight portals.

35. Draft a digital export customs declaration using trade single window systems.

36. Prepare e-commercial invoices and export documentation in ERP systems.

37. Demonstrate the management of electronic letters of credit and digital payment systems.
38. Demonstrate online insurance application and claims handling in international trade.

CBEC-122 INTERNATIONAL BUSINESS CULTURE AND ETIQUETTE

Total Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	1	3	2

AIMS: This course covers the etiquette knowledge and skills required in the international business environment. Through study, students will be able to understand and respect business etiquette norms across different cultural backgrounds, mastering a range of international business etiquette from basic demeanor and conversation to complex business negotiations. It also emphasizes the enhancement of practical application abilities, enabling students to demonstrate professional work ethics and cross-cultural communication skills in various international business settings such as meetings, receptions, negotiations, and foreign affairs activities. They will be adept at flexibly navigating cultural differences across different countries and regions, and excel in international business practices.

COURSE CONTENTS

1. OVERVIEW OF INTERNATIONAL BUSINESS CULTURE AND ETIQUETTE 4Hrs

1.1 Concepts and characteristics of international business culture

1.2 Overview of international business etiquette and professional conduct

1.3 Importance of cultural intelligence (CQ) in global business

2. THE IMAGE ETIQUETTE OF INTERNATIONAL BUSINESS 6Hrs

2.1 Grooming and professional appearance standards across cultures

2.2 Dress codes for different business contexts

2.3 Body language, gestures, and posture in multicultural settings

2.4 Building a professional online image and social media etiquette

3. THE MEETING ETIQUETTE OF INTERNATIONAL BUSINESS 6Hrs

3.1 Greeting customs and address forms across cultures

3.2 Conversation and listening etiquette in multicultural teams

3.3 Business card exchange and introduction protocols

3.4 Virtual and hybrid meeting etiquette

4. THE RECEPTION ETIQUETTE OF INTERNATIONAL BUSINESS 6Hrs

4.1 Banquet etiquette

4.2 Transportation and travel protocol for international guests

4.3 Hospitality management and intercultural sensitivity

5. THE NEGOTIATION ETIQUETTE OF INTERNATIONAL BUSINESS 4Hrs

5.1 Negotiation behavior and communication patterns in various cultures

5.2 Etiquette for business discussions and conflict resolution

5.3 Contract signing protocol and ceremonial norms

6. THE FOREIGN AFFAIRS ETIQUETTE OF INTERNATIONAL BUSINESS 6Hrs

6.1 Foreign affairs protocol etiquette

6.2 Foreign affairs signing etiquette

6.3 Foreign affairs gift giving etiquette

6.4 Cultural diplomacy and relationship-building in global business

BOOKS RECOMMENDED

- **Business Etiquette:** A Guide for the Workplace — Linda Ray, William Smith (Alabama Career Center)
- **Intercultural Communication: A Reader** — Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel (free academic excerpts available)

CBEC-122 INTERNATIONAL BUSINESS CULTURE AND ETIQUETTE

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF INTERNATIONAL BUSINESS CULTURE AND ETIQUETTE

1.1 Understand the meaning and characteristics of international business culture

1.2 Elaborate the constituent elements of international business culture

1.3 Explain the concept and meaning of international business etiquette and professional conduct

1.4 Elaborate the importance of cultural intelligence (CQ) in global business

2. THE IMAGE ETIQUETTE OF INTERNATIONAL BUSINESS

2.1 Understand the meaning and concept of Grooming and professional appearance standards across cultures

2.2 Explain and identify the Dress codes for different business contexts

2.3 Elaborate body language, gestures, and posture in multicultural settings

2.4 Identify key principles of social media etiquette.

3. THE MEETING ETIQUETTE OF INTERNATIONAL BUSINESS

3.1 Explain conversation and listening etiquette in multicultural teams

3.2 Identify business card exchange and introduction protocols

3.3 Elaborate the virtual and hybrid meeting etiquette

4. THE RECEPTION ETIQUETTE OF INTERNATIONAL BUSINESS

4.1 Explain the basic content of banquet etiquette

4.2 Elaborate Chinese and Pakistani banquet etiquette

4.3 Explain the basic content of transportation etiquette

4.4 Identify the procedures and norms of etiquette in the kitchen

4.5 Elaborate the transportation and travel protocol for international guests

4.6 Discuss the hospitality management and intercultural sensitivity

5. THE NEGOTIATION ETIQUETTE OF INTERNATIONAL BUSINESS

5.1 Understand the concept and characteristics of business negotiation etiquette

5.2 Elaborate the principles of business negotiation etiquette

5.3 Explain the negotiation behavior and communication patterns in various cultures

5.4 Interpret the etiquette for business discussions and conflict resolution

5.5 Explain the Contract signing protocol and ceremonial norms

6. THE FOREIGN AFFAIRS ETIQUETTE OF INTERNATIONAL BUSINESS

6.1 Elaborate main methods for arranging the order of precedence in protocol

6.2 Explain the conventions for displaying national flags

6.3 Explain the conventional process for foreign affairs signing ceremonies

6.4 Interpret the selection principles for gifts in foreign affairs

6.5 Elaborate the etiquette for foreign affairs gift-giving activities

6.6 Explain the cultural diplomacy and relationship-building in global business

CBEC-122 INTERNATIONAL BUSINESS CULTURE AND ETIQUETTE

LIST OF PRACTICALS **96 Hrs**

1. Prepare a report on Case study on international business etiquette and protocol norms (ref: A comprehensive study on the difference of Chinese and American business etiquette between chine and America from cross-cultural aspect- ICLCCS 2021)
2. Create a simple list of key elements of international business image etiquette, including professional appearance, cultural greeting styles, proper meeting behavior and communication norms.
3. Pick three types of international visitors (Sports man, Business Professionals and Teachers) and describe how transportation and hospitality services should be adapted to meet their cultural and professional expectations.
4. Identify any three international business scenarios and outline how contract signing protocols and ceremonial norms vary across cultures, explaining their impact on professional relationships.
5. Identify five multinational companies and evaluate how cultural differences influence business interactions, decision-making, and workplace etiquette in each.
6. Choose any three cultures and compare their approaches to negotiation behavior, highlighting differences in communication style, decision-making, and etiquette.
7. Select any two countries like China and Pakistan and analyse the key foreign affairs protocol practices, including official meetings, signing ceremonies, and gift-giving etiquette, highlighting their impact on international relations."

CBEC-132 INTERNATIONAL BUSINESS NEGOTIATION

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

AIMS: Through the study of this course, students will comprehensively understand the basic concepts, processes, and principles of international business negotiations. They will master negotiation strategies and skills, become familiar with business etiquette and negotiation styles in different cultural backgrounds, and develop their cross-cultural communication abilities, team collaboration skills, and problem-solving capabilities. Additionally, the course aims to enhance students' international perspectives and business literacy, laying a solid foundation for their future careers in negotiation within the international business field.

COURSE CONTENTS

1. OVERVIEW OF INTERNATIONAL BUSINESS NEGOTIATION 3 Hrs

1.1 Meanings and importance of international business negotiations

1.2 Types of international business negotiations

1.3 Stages of International Business Negotiation

1.4 Principles and ethics to follow in international negotiations

2. FACTORS INFLUENCING INTERNATIONAL BUSINESS NEGOTIATION 4 Hrs

2.1 Meaning, importance & Objectives of international negotiation

2.2 Differences between domestic and international negotiations

2.3 Major factors affecting negotiations

2.4 Negotiation styles across the world

3. PLANNING AND STRATEGIES FOR INTERNATIONAL BUSINESS NEGOTIATIONS 4 Hrs

3.1 Setting objectives and priorities for formulating negotiation strategies

3.2 Types of negotiation strategies

3.3 Problem-Solving and Decision-Making in Negotiations

4NEGOTIATION IN EXPORT TRADE 4Hrs

4.1 An atmosphere for the negotiation opening

4.2 Inquiry and assessment in export negotiations

4.3 Initial offer in export negotiations

4.4 Bargain in export negotiations

4.5 Deadlocks in export negotiations

4.6 Concessions and compromises in export negotiations

4.7 Conclude deals in export negotiations

5. BUSINESS NEGOTIATIONS AT INTERNATIONAL EXHIBITIONS 4 Hrs

5.1 Preparations before exhibition negotiations

5.2 Live demonstrations during negotiations

5.3 Preliminary quotes during negotiations

5.4 Follow up and negotiating with potential clients

6. NEGOTIATIONS IN INTERNATIONAL PROCUREMENT TRADE 6 Hrs

6.1 Preparations for procurement trade negotiations

6.2 Initial negotiations in procurement trade

6.3 Negotiations on procurement trade contracts

6.4 Signing procurement trade contracts

7.NEGOTIATION AND COMMUNICATION SKILLS 3 Hrs

4.1 Role of communication in effective negotiation

4.2 Verbal communication skills

4.3 Non-verbal communication skills

4.4 Obstacles to effective communication

8. TRAIN IN INTERNATIONAL BUSINESS ETIQUETTE 4 Hrs

8.1 Cultivate etiquette for international business visits

8.2 Practical training in etiquette for international business banquets

8.3 Train in etiquette for international business meetings

BOOKS RECOMMENDED

- **International Negotiation Guide** — *United Nations Institute for Training and Research (UNITAR)*
- **A Guide to Cross-Cultural Negotiation** — *Canada School of Public Service (CSPS)*
- **Cross-Cultural Communication and Negotiation** — *Peace Corps*

CBEC-132 INTERNATIONAL BUSINESS NEGOTIATION

INSTRUCTIONAL OBJECTIVES

1. UNDERSTANDING INTERNATIONAL BUSINESS NEGOTIATIONS

1.1 Explain the basic concepts and definitions of international business negotiations

1.2 Identify the characteristics and types of various negotiations

1.3 Explain Stages of International Business Negotiation

1.4 Elaborate the principles and ethics to follow in international negotiations

1.5 Explain the basic procedures and steps of international business negotiations

2. ANALYSIS OF FACTORS INFLUENCING INTERNATIONAL BUSINESS NEGOTIATIONS

2.1 Explain the meaning, importance & Objectives of international negotiation.

2.2 Explain the major differences between domestic and international negotiations

2.3 Elaboratet he impact of political, economic, cultural, legal, and psychological factors on international business negotiations.

2.4 Understand the influence of cultural differences on negotiation behavior in international business.

2.5 Interpret common legal issues in international business negotiations

2.6 Explain the psychological frustration and its manifestations in business negotiations

3. FORMULATING STRATEGIES FOR INTERNATIONAL BUSINESS NEGOTIATIONS

3.1 Understand the role of information preparation in international business negotiations

3.2 Elaborate methods for collecting and processing negotiation information

3.3 Interpret the preparation of information, organization, and material conditions in international business negotiations

3.4 Explain the requirements for formulating international business negotiation

strategies.

3.5 Elaborate content of formulating international business negotiation strategies.

4. NEGOTIATIONS IN EXPORT TRADE

4.1 Explain the types of negotiation opening atmospheres and appropriate scenarios

4.2 Elaborate common opening topics and selection strategies

4.3 Explain inquiry and probing strategies and corresponding defensive techniques

4.4 Elaborate factors affecting prices, content, and principles of quotations

4.5 Elaborate strategies and considerations for initial offers

4.6 Bargaining methods and corresponding counter-offers response measures

4.7 Understand the causes of negotiation deadlocks and corresponding handling strategies

4.8 Elaborate common concession strategies and principles of concessions

4.9 Explain strategies and considerations for facilitating deal conclusion

4.10 Explain the content, principles, and considerations of claims negotiations

5. NEGOTIATIONS AT INTERNATIONAL EXHIBITIONS

5.1 Understand the content and processes of international well-known exhibitions

5.2 Elaborate information collection and personnel preparation before exhibiting

5.3 Explain the differences between exhibition negotiations and import-export trade negotiations

5.4 With precautions for product demonstrations in exhibition environments

5.5 Elaborate quotation techniques and considerations in exhibition negotiations

5.6 Elaborate strategies and considerations for post-exhibition follow-up negotiations

6. INTERNATIONAL PROCUREMENT NEGOTIATIONS

6.1 Explain the characteristics and processes of international procurement

6.2 Elaborate planning before international procurement negotiations

6.3 Explain in-depth evaluation strategies for suppliers in preliminary negotiations

6.4 Elaborate the purpose, characteristics, and considerations of international procurement contract negotiations

6.5 Explain the principles and considerations for signing international procurement contracts

6.6 Elaborate the detailed content of procurement contract execution and characteristics of negotiations on procurement contract disputes

7. APPLICATION OF NEGOTIATION AND COMMUNICATION SKILLS

7.1 Explain the main forms, roles, and strategies of verbal communication

7.2 Explain questioning and answering techniques, as well as listening skills

7.3 Explain obstacles to effective communication and mastering methods to overcome them

7.4 Explain the main forms, roles, and strategies of non-verbal communication

8. TRAINING IN INTERNATIONAL BUSINESS ETIQUETTE

8.1 Elaborate international business etiquette in different cultural backgrounds, including specific norms for visits, banquets, and meetings

8.2 Elaborate communication skills and strategies in various business occasions

8.3 Elaborate dress codes, table etiquette, and meeting procedures in international business activities

CBEC-132 INTERNATIONAL BUSINESS NEGOTIATION

LIST OF PRACTICALS **96 Hrs**

1. Develop a plan outlining objectives, interests, and possible concessions for a sample negotiation scenario.

2. Prepare a list how negotiation styles differ between two countries (e.g., Pakistan vs. China).

3. Pick any two countries and examine the role of language, relationship-building, and time perception in influencing international business negotiations.

4. Prepare and perform a short formal business meeting demonstrating proper attire, posture, and polite conversation.

5. Conduct a cultural etiquette activity showing how greetings, introductions, and negotiation manners differ across countries.

6. Prepare and deliver a short presentation on common mistakes made in international business negotiations and how to avoid them.

7. Select any three products for export and assess how the full negotiation process—from opening discussions to deal closure—affects success in international trade.

8. Select any two countries like (Pakistan & China) and analyze how cultural norms, communication styles, and negotiation etiquette influence business negotiation outcomes in each.

9. Identify any two business deals and draft a post-negotiation review report highlighting lessons learned and improvements for future negotiations.

CBEC-143 BUSINESS DATA ANALYSIS

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

AIMS: Through the study of this course, students will acquire the fundamental theories, methodologies, and skills of business data analysis. They will be proficient in utilizing data analysis tools and techniques to effectively collect, process, analyze, and interpret data from business activities. This will enable them to gain insights into market trends, assist in corporate decision-making, enhance business competitiveness, and establish a solid foundation of business data analysis and application capabilities for their future careers.

COURSE CONTENTS

1. OVERVIEW OF BUSINESS DATA ANALYSIS 8 Hrs

1.1 Understanding Business and Big Data in the Digital Economy

1.2 The role of business data analysis

1.3 Core Principles and Ethical Considerations in Data Analytics

1.4 Indicators of business data analysis

1.5 Data Analytics Workflow: From Data to Insight

1.6 Methods of business data analysis

1.7 Basic tools for business data analysis

2. COLLECTION AND PROCESSING OF BUSINESS DATA 12 Hrs

2.1 Preparation for business data analysis

2.2 Data Collection Methods (Web Analytics, APIs, Surveys, CRM, ERP, and Social Media)

2.3 Processing for business data

2.4 Fundamentals of data visualization

3. MARKET DATA ANALYSIS 12 Hrs

3.1 Market Trend and Industry Analysis Using Public Datasets

3.2 Brand and product data analysis

3.3 Competitive product Benchmarking analysis (including Digital Footprint Tracking)

3.4 Keyword data analysis

4. CUSTOMER DATA ANALYSIS 12 Hrs

4.1 Indicators of customer data analysis

4.2 Customer personas and tag analysis

4.3 Customer valuention analysis Rete

4.4 Customer life-cycle analysis

4.5 Predictive Analytics for Customer Churn and Recommendation Systems

5. STORE DATA ANALYSIS 12 Hrs

5.1 Product and transaction data analysis

5.2 Marketing and promotion data analysis

5.3 Store service data analysis

5.4 Case Study: End-to-End E-Commerce Data Analysis Project

6. WRITING DATA ANALYSIS REPORTS 8 Hrs

6.1 Types of data analysis reports

6.2 Methods for writing data analysis reports

6.3 Common mistakes in data analysis reports

BOOKS RECOMMENDED

- **Foundations of Data Science** — *Avrim Blum, John Hopcroft, Ravindran Kannan*
- **Data Science for Business Analytics** — *UT Austin Department of Statistics* (Open Educational Resource)
- **Introduction to Data Science** — *Laura Igual & Santi Seguí*

CBEC-143 BUSINESS DATA ANALYSIS

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF BUSINESS DATA ANALYSIS

1.1 Students will be able to understand how businesses use big data to make decisions and succeed in the digital economy.

1.2 Familiarize yourself with the role of business data analysis in business decision-making

1.3 Students will be able to understand the core principles of data analytics and recognize the importance of ethical practices in handling and interpreting data

1.4 Understand the key indicators and their significance in business data analysis

1.5 Students will be able to understand the stages of the data analytics workflow and explain how raw data is transformed into meaningful insights.

1.6 Master commonly used data analysis methods

1.7 Familiarize yourself with commonly used data analysis tools

2. COLLECTION AND PROCESSING OF BUSINESS DATA

2.1 Master the complete workflow of business data analysis

2.2 Students will be able to identify and describe various data collection methods such as web analytics, APIs, surveys, CRM, ERP, and social media.

2.3 Understand the steps and techniques of data collection, processing, and presentation

2.4 Students will be able to understand the fundamentals of data visualization and explain how visual tools help interpret and communicate data effectively.

3. MARKET DATA ANALYSIS

3.1 Explores how public datasets are used to identify market trends and analyze industry patterns for better business understanding.

3.2 Familiarize yourself with the key indicators of brand and product data analysis

3.3 Understand the strategies and steps of competitive product data analysis

3.4 Master the application of keyword data analysis in marketing

4. CUSTOMER DATA ANALYSIS

4.1 Master the core indicators and calculation methods of customer data analysis

4.2 Familiarize yourself with the methods and applications of customer persona and tag

analysis

4.3 Understand the principles of customer value analysis and its support for corporate decision-making

4.4 Master the methods and strategies of customer life-cycle analysis

4.5 Examines how predictive analytics techniques are applied to anticipate customer churn and develop effective recommendation systems.

5. OPERATIONAL DATA ANALYSIS

5.1 Master the methods and indicators of product and transaction data analysis

5.2 Familiarize yourself with the processes and key indicators of marketing and promotion data analysis

5.3 Understand the importance of store service data analysis and its improvement strategies

5.4 **Case Study: End-to-End E-Commerce Data Analysis Project** – Illustrates the complete process of analyzing e-commerce data, from collection and cleaning to insights and decision-making

6. WRITING DATA ANALYSIS REPORTS

6.1 Master the basic structure and elements of data analysis reports

6.2 Familiarize yourself with the methods and techniques of writing data analysis reports

6.3 Understand common mistakes in data analysis reports and their avoidance methods

CBEC-143 BUSINESS DATA ANALYSIS

LIST OF PRACTICALS **96 Hrs**

1. Prepare a comparison report on different Business Data Analysis Tools
2. Gather and organize data from surveys, APIs, CRM, ERP, and social media for analysis.
3. Cleanse, transform, validate, and integrate collected data into structured datasets ready for analysis.
4. Analyze historical and current data to identify patterns and emerging trends in the market.
5. Examine industry data to evaluate demand patterns and potential growth opportunities.
6. Perform Research on competitors' strategies, products, and performance metrics to assess market positioning.
7. IdentifyCustomer Segements based on demographics, behavior, and preferences to create detailed profiles.
8. Calculate and interpret customer value metrics to identify high-value and low-value customer segments.
9. Assess survey and feedback data to measure customer satisfaction and identify improvement areas.
10. Evaluate sales data to uncover trends, performance patterns, and revenue insights.
11. Measure and interpret the impact of marketing campaigns on engagement, leads, and conversions.
12. Analyze promotional activities to determine their influence on sales and customer behavior.
13. Compare performance across different marketing channels to identify the most effective ones.
14. Compile findings into clear, structured reports with visualizations and actionable insights.

CBEC-152 INTERNATIONAL BUSINESS LAW

Total Contact Hours	**T**	**P**	**C**
Theory 64 Hrs	**2**	**0**	**2**

AIMS: This course aims to equip students majoring in Cross-border e-commerce with the basic theories, principles, and rules of international business law. Through their studies, students should be able to understand the legal relationships in international commercial transactions, including the legal norms governing contract formation, performance, and dispute resolution among business entities in different countries and regions. Students will be able to identify legal risks in cross-border e-commerce operations, such as those related to international trade, intellectual property protection, and electronic commerce contracts, and effectively mitigate these risks using their knowledge of international business law. Additionally, the course cultivates students' legal thinking abilities and cross-cultural legal awareness, enabling them to adhere to international commercial legal norms, safeguard their rights and interests in accordance with the law, and promote the healthy and legitimate development of cross-border e-commerce businesses in their future careers.

COURSE CONTENTS

1. OVERVIEW OF INTERNATIONAL BUSINESS LAW 4Hrs

1.1 The origin and development of international business law

1.2 Uniformity and technicality of international business law

1.3 Legal sources of international business law

1.4 Comparison of the two major legal systems (Civil Law and Common Law) in commercial law

1.5 The applicable principles of international business law and their alignment with Pakistan’s trade and e-commerce regulations

2. CONTRACT LAW 10Hrs

2.1 Concepts and classification of contracts

2.2 Formation and validity of contracts

2.3 Performance and modification of contracts

2.4 Termination and dissolution of contracts

2.5 Forms and contents of international sales contracts for goods

3. LAW OF INTERNATIONAL SALE OF GOODS 10Hrs

3.1 Scope of application of the law on international sales of goods

3.2 Rights and obligations of the seller and buyer

3.3 Quality and inspection standards for goods

3.4 Delivery and payment conditions

3.5 Transfer of ownership and risk

3.6 Force majeure and exemption clauses

3.7 The letter of credit system in international trade

4. PRODUCT LIABILITY LAW 6Hrs

4.1 Definition and origin of product liability law

4.2 Product defects and product liability

4.3 Principles of liability attribution in product liability law

4.4 *Product Quality Law of the People's Republic of China*

4.5 Product liability laws in Europe and the United States

4.6 Product liability insurance and compensation mechanisms

4.7 Product liability issues in cross-border e-commer

5. INTERNATIONAL COMMERCIAL AGENCY LAW 6Hrs

5.1 Concepts and classification of agency

5.2 Legal validity of agency relationships

5.3 Legal responsibilities of agents

5.4 The role and responsibilities of agents in international trade

5.5 Dispute resolution in international commercial agency

5.6 Application of agency law in cross-border e-commerce

6. COMMERCIAL ORGANIZATION LAW 6Hrs

6.1 Concepts and scope of adjustment in commercial organization law

6.2 Internal governance structure of commercial organizations

6.3 International cooperation and competition in commercial organizations

6.4 Rights and obligations of shareholders in international commercial organizations

7. INTERNATIONAL CARGO TRANSPORTATION INSURANCE LAW 8Hrs

7.1 Concepts and types of international cargo transportation insurance

7.2 Formation and performance of insurance contracts

7.3 Insurance subjects and liabilities

7.4 Insurance costs and insurance value

7.5 Characteristics of cargo transportation insurance in different modes of transportation

7.6 Cargo transportation insurance issues in cross-border e-commerce

8. INTELLECTUAL PROPERTY PROTECTION LAW 8Hrs

8.1 Concepts and types of intellectual property

8.2 Basic principles of copyright law

8.3 Basic principles of trademark law

8.4 Basic principles of patent law

8.5 International protection system for intellectual property

8.6 Customs protection and border measures for intellectual property

8.7 Intellectual property infringement issues in cross-border e-commerce

9. INTERNATIONAL COMMERCIAL ARBITRATION 6Hrs

9.1 Concepts and characteristics of international commercial arbitration

9.2 Content and validity of arbitration agreements

9.3 Application of law in international commercial arbitration

9.4 Evidence rules and burden of proof in arbitration

9.5 Mediation and conciliation in arbitration

9.6 Challenges and opportunities in cross-border e-commerce arbitration

BOOKS RECOMMENDED

- **Principles of International Trade Law** — *United Nations Commission on International Trade Law (UNCITRAL)*
- **International Business Law and the Legal Environment** — *Larry A. DiMatteo (Open Textbook Library)*
- **UNCITRAL Digest of Case Law on the CISG** — *UNCITRAL*

CBEC-152 INTERNATIONAL BUSINESS LAW

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF INTERNATIONAL BUSINESS LAW

1.1 Understand the origin and development of international business law

1.2 Understand the uniformity and technicality of international business law

1.3 Familiarize yourself with the legal sources of international business law

1.4 Familiarize yourself with the commercial law systems of the two major legal systems (Civil Law and Common Law)

1.5 Master the principles of application of international business law

1.6 Compare Civil Law, Common Law, and Pakistan's hybrid legal system (British + Islamic influence)

1.7 Understand Pakistan's commitments under WTO, CPEC, and SCO in international business law

2. CONTRACT LAW

2.1 Familiarize yourself with the concepts and classification of contracts

2.2 Master the formation and validity of contracts

2.3 Master the performance and modification of contracts

2.4 Master the termination and dissolution of contracts

2.5 Familiarize yourself with the form and content of international sales contracts

2.6 Apply Pakistan's Contract Act 1872 to e-commerce and trade contracts

2.7 Apply Electronic Transactions Ordinance 2002 for digital agreements and e-signatures

3. INTERNATIONAL SALES OF GOODS LAW

3.1 Familiarize yourself with the scope of application of the international sales of goods law

3.2 Familiarize yourself with the rights and obligations of the seller and buyer

3.3 Master the standards for the quality and inspection of goods

3.4 Master the conditions for delivery and payment

3.5 Familiarize yourself with the transfer of ownership and risk

3.6 Familiarize yourself with force majeure and exemption clauses

3.7 Familiarize yourself with the letter of credit system in international trade

3.8 Apply Incoterms 2020 and Pakistan Customs procedures for imports/exports

3.9 Understand the CISG framework and its application for Pakistan's global trade

4. PRODUCT LIABILITY LAW

4.1 Understand the definition and origin of product liability law

4.2 Familiarize yourself with product defects and product liability

4.3 Understand the principles of product liability law

4.4 Master China's *Product Quality Law*

4.5 Familiarize yourself with product liability laws in Europe and the United States

4.6 Familiarize yourself with product liability insurance and compensation mechanisms

4.7 Understand product liability issues in cross-border e-commerce

4.8 Identify SECP e-commerce regulations on product quality, claims, and refunds

5. INTERNATIONAL COMMERCIAL AGENCY LAW

5.1 Understand the concepts and classification of agency

5.2 Familiarize yourself with the legal validity of agency relationships

5.3 Master the legal responsibility of agents

5.4 Master the roles and responsibilities of agents in international trade

5.5 Familiarize yourself with dispute resolution in international commercial agency

5.6 Familiarize yourself with the application of agency law in cross-border e-commerce

6. COMMERCIAL ORGANIZATION LAW

6.1 Master the concepts and scope of adjustment in commercial organization law

6.2 Master the internal governance structure of commercial organizations

6.3 Familiarize yourself with international cooperation and competition in commercial organizations

6.4 Familiarize yourself with the rights and obligations of shareholders in international commercial organizations

6.5 Understand SECP and FBR's digital business registration and tax policies for exporters

7. INTERNATIONAL CARGO TRANSPORTATION INSURANCE LAW

7.1 Master the concepts and types of international cargo transportation insurance

7.2 Familiarize yourself with the formation and performance of insurance contracts

7.3 Familiarize yourself with insurance objects and liabilities

7.4 Master insurance costs and insurance value

7.5 Familiarize yourself with the characteristics of cargo transportation insurance in different modes of transportation

7.6 Familiarize yourself with cargo transportation insurance issues in cross-border e-commerce

8. INTELLECTUAL PROPERTY PROTECTION LAW

8.1 Master the concepts and types of intellectual property

8.2 Understand the basic principles of copyright law

8.3 Understand the basic principles of trademark law

8.4 Understand the basic principles of patent law

8.5 Master the international protection system for intellectual property

8.6 Familiarize yourself with customs protection and border measures for intellectual property

8.7 Master intellectual property infringement issues in cross-border e-commerce

9. INTERNATIONAL COMMERCIAL ARBITRATION

9.1 Understand the concepts and characteristics of international commercial arbitration

9.2 Familiarize yourself with the content and validity of arbitration agreements

9.3 Familiarize yourself with the application of law in international commercial arbitration

9.4 Familiarize yourself with the evidence rules and burden of proof in arbitration

9.5 Understand mediation and conciliation in arbitration

9.6 Understand the challenges and opportunities in cross-border e-commerce arbitration

9.7 Apply Pakistan Arbitration Act 1940 and New York Convention 1958

9.8 Use Online Dispute Resolution (ODR) tools for e-commerce conflicts

9.9 Understand cross-border dispute handling in Pakistani export and digital trade

2nd Year

YEAR 2

اسلامیات/مطالعہ پاکستان

نصاب سال دوئم GEN201

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حصہ اول اسلامیات

حصہ دوئم مطالعہ پاکستان

کل وقت 20 گھنٹے:

موضوعات:

1۔ سورۃ المومنون ایک تا گیارہ آیات کا ترجمہ مع تشریح

2۔ دس منتخب احادیث مع ترجمہ وتشریح

() خیر کم من تعلم القرآن و علمه

() لا ایمان لمن لا امانته له ولا دین لا من لا اعهد له

() و یاکم والظن ان الظن اکرب الحدیث

() من احدث فی امرنا هذا ما لیس منه فهورد

() من حمل علینا السلاح فلیس منا

() انا و کافل الیتیم فی الجنه

() لا ضرور ولا ضرار فی السلام

() کلکم راع و کلکم راع و کلکم مسول عن رعیته

3۔ سیرۃ طیبہ

() مکی زندگی۔ولادت۔بعثت۔ہجرت

() مدنی زندگی۔مواخات۔میثاق مدینہ۔فتح مکہ(اسباب ونتائج)

4۔ حضورﷺ بحیثیت

() خطبہ حجۃ الوداع۔انسانی حقوق کا اعلامیہ/حقوق انسانی پالیسی 2018

() معلم کامل۔سربراہ خاندان

5۔ اسلامی معاشرہ

نظام تعلیم اور اس کے مقاصد۔عدل وانصاف۔امر بالمعروف۔نہی عن المنکر۔انسانی حقوق کا معاشرتی اور معاشی ترقی میں کردار

جہاد۔کسب حلال۔مسجد(اہمیت وفضیلت)

6۔ اسلامی ریاست کی تعریف۔اسلامی ریاست کی خصوصیات۔اسلامی حکومت کے فرائض۔اسلامی طرز حکومت۔

حقوق آگاہی رمعلومات تک رسائی

۔ ملازم پیشہ خواتین کا تحفظ

() حضور ﷺ کی بطور سربراہ بیان کر سکے

حضور ﷺ بحیثیت

() خطبہ حجۃ الوداع۔انسانی حقوق کا اعلامیہ/حقوق انسانی پالیسی 2018 کے بارے جان سکے

اسلامی معاشرہ:

عمومی مقاصد: اسلامی معاشرہ کی خصوصیات سے آگاہی حاصل کر سکے

خصوصی مقاصد:

() اسلامی معاشرہ کا معنی ومفہوم کر سکے

() اسلامی معاشرہ کی امتیازی خصوصیات بیان کر سکے

() اسلامی معاشرہ میں عدل واحسان کی اہمیت بیان کر سکے

() تبلیغ کے لغوی معنی بیان کر سکے

() تبلیغ کی اہمیت اور ضرورت بیان کر سکے

() جہاد کے لفظی واصطلاحی معنی بیان کر سکے

() جہاد کی اہمیت بیان کر سکے

() جہاد اور قتل میں فرق بیان کر سکے

() جہاد کی مختلف اقسام بیان کر سکے

() لفظ مسجد کی تعریف بیان کر سکے

() مسجد کی سابقہ حیثیت کو بحال کرنے کے بارے میں اقدامات کو مان سکے

() انسانی حقوق کی معاشی اور معاشرتی ترقی میں اہمیت اور کردار بیان کر سکے

اسلامی ریاست:

عمومی مقاصد:

() اسلامی ریاست کی خصوصیات بیان کر سکے

خصوصی مقاصد:

() ریاست کی تعریف بیان کر سکے

() اسلامی ریاست میں طرز حکومت سے آگاہی حاصل کر سکے

() اسلامی ریاست کی خصوصیات بیان کر سکے

نصاب مطالعہ پاکستان

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کل وقت 12 گھنٹے

سال دوئم

حصہ دوم

موضوعات:

() دوقومی نظریہ
() تحریک پاکستان
() انڈین کانگریس
() مسلم لیگ
() تقسیم بنگال
() میثاق لکھنو
() تحریک خلافت
() سندھو تحریک
() تجاویز دہلی
() نہرو رپورٹ
() قائداعظم کے چودہ نکات
() خطبہ آلہ آباد
() انتخابات 1938 اور انتقال اقتدار
() قرارداد پاکستان

حصہ دوم

مطالعہ پاکستان

تدریس مقاصد:

تحریک پاکستان:

عمومی مقاصد:

() قیام پاکستان کے اسباب وتحریک کو بیان کر سکے

خصوصی مقاصد:

() قومیت کے مفہوم کو بیان کر سکے

() دو قومی نظریہ کی تعریف وتوضیح کر سکے

() دوقومی نظریہ کی اہمیت بیان کر سکے

() ہندوستانی مسلمانوں کی محرومیوں کو بیان کر سکے

() قومی تشخص کو بحال رکھنے کے لیے مسلمانان ہند کی مساعی بیان کر سکے

() آزادی ہنداور قیام پاکستان علامہ اقبال اور قائداعظم کی مساعی بیام کریں

() قیام پاکستان سے مستقبل اسلامی مملکت کے قیام کے لیے مسلم عوام کی کوششوں کو بیان کر سکے

() مسلم لیگ کے قیام پاکستان کے لیے جدو جہد بیان کر سکے

نصاب اخلاقیات

سال دوم

تدریس مقاصد:

طالب علم اخلاقیات کی اہمیت وضرورت سے آگاہ ہو سکے اور بیان کر سکے

خصوصی مقاصد: طالب علم اس قابل ہو کہ

() موضوعات کا مطلب بیان کر سکے

() عملی زندگی سے مثالوں کی نشاندہی کر سکے

() اپنی شخصیت اور معاشرے پر موضوعات کے مطابق اثرات پیدا کرنے کے طریقے بیان کر سکے

() اعلیٰ اخلاقی اقدار میں سے قوت برداشت۔قوت ارادی۔لگن وجذبہ۔وسیع النظری۔بے غرض۔انسانی دوستی شعور۔پاس آزادی۔کامل آگاہی اور خودشناسی کی اہمیت

() اخلاقیات سے متصف ہو کر قومی خدمت بہتر طور پر انجام دے سکے

() انسانی حقوق کا اعلامیہ/حقوق انسانی کی پالیسی 2018 کے بارے میں جان سکے

() انسانی حقوق کا معاشرتی اور معاشی ترقی میں اہمیت اور کردار بیان کر سکے

() حقوق اگاہی/معلومات تک رسائی کے قانون کو جان سکے

() ملازم پیشہ خواتین کا تحفظ کو اخلاقیات کا حصہ تصور کرے

TTQ 211 TARJAMA TUL QURAN / CIVIC-211

Theory	32	T	P	C
Practical	0	1	0	1

As per syllabus of BISE/General Education Boards

Math-212 APPLIED MATHEMATICS-II

Total Contact Hours	**T**	**P**	**C**
Theory: 64 Hrs	**2**	**0**	**2**

AIMS:

After completing the course the students will be able to:Solve the problems of calculus and analytical Geometry.

COURSE CONTENTS

1. FUNCTIONS & LIMITS. 4 Hrs

1.1 Constants and variables

1.2 Functions & their types

1.3 The concept of limit

1.4 Limit of a function

1.5 Fundamental theorems on limit

1.6 Some important limits

1.7 Problems

2. DIFFERENTIATION. 4 Hrs

2.1 Increments

2.2 Different Coefficient or Derivative

2.3 Differentiation ab-initio or by first principle

2.4 Geometrical Interpretation of Differential Coefficient

2.5 Differential Coefficient of Xa, (ax + b)a

2.6 Three important rules

2.7 Problems.

3. DIFFERENTIATION OF ALGEBRIC FUNCTION 4Hrs

3.1 Explicit function

3.2 Implicit function

3.3 Parametric forms

3.4 Problems

4. DIFFERENTATION OF TRIGNOMETRIC FUNCTION. 4 Hrs

4.1 Differentional coefficient of sin x ,cos x ,tang x from first principle.

4.2 Differentional coefficient of Cosec x, Sec x, Cot x.

4.3 Differentiation of inverse trigonometric function.

4.4 Problems.

5. DIFFERENTIATION OF LOGARITHIMIC & EXPONENTIAL FUNCTION. 4 Hrs

5.1 Differentiation of In x

5.2 Differentiation of log ax

5.3 Differentiation of ax

5.4 Differentiation of ex 66

5.5 Problems.

6. RATE OF CHANGE OF VARIABLE. 4 Hrs

6.1 Increasing and decreasing function

6.2 Maxima and minima values

6.3 Criteria for maximum and minimum values.

6.4 Method of finding maxima and minima.

6.5 Problems.

7. INTEGRATION. 8 Hrs

7.1 Concept

7.2 Fundamental formulas

7.3 Important rules

7.4 Problems.

8. METHOD FOR INTEGRATION. 6 Hrs

8.1 Integration by substitution

8.2 Integration by parts

8.3 Problems.

9. DEFINITE INTEGRALS. 6 Hrs

9.1 Properties

9.2 Application to Area

9.3 Problems

10. PLANE ANALYTIC GEOMETRY & STRAIGHT LINE. 6 Hrs

10.1 Coordinate System

10.2 Distance Formula

10.3 The Ratio Formulas

10.4 Inclination and slope of a line

10.5 The Slope Formula

10.6 Problems.

11. EQUATION OF STRAIGHT LINE. 6 Hrs

11.1 Some Important Forms

11.2 General form

11.3 Angle formula

11.4 Parallelism and perpendicularity

11.5 Problems

12. THE EQUATION OF THE CIRCLE. 8 Hrs

12.1 Standard form of equation

12.2 Central form of equation

12.3 General form of equation

12.4 Radius & coordinate of the Centre

12.5 Problems

REFERENCE BOOKS

1. A Text Book of Applied Mathematics (Math-212) of TEVTA, published by National Book Foundation (NBF) 67

Math-212 APPLIED MATHEMATICS-II

INSTRUCTIONAL OBJECTIVES

1. USE THE CONCEPT OF FUNCTION AND THEIR LIMITS IN SOLVING SIMPLE PROBLEMS

1.1 Define a function

1.2 List all types of function

1.3 Explain the concept of limit and limit of a function

1.4 Explain fundamental theorem on limits

1.5 Derive some important limits

1.6 Solve simple problems on limits

2. UNDERSTAND THE CONCEPT OF DIFFERENTIAL COEFFICIENT

2.1 Derive mathematics expression for a differential coefficient.

2.2 Explain geometrical interpretation of different ional coefficient.

2.3 Differentiate a content, constant associated with a variable and the sum of finite number of functions.

2.4 Solved related problems.

3. USE RULES OF DIFFERENTIAL TO SOLVE PROBLEMS OF ALGEBRIC FUNCTIONS.

3.1 Differentiate ab-initio Xn and (ax+b)n

3.2 Derive product, quotient and chain rules.

3.3 Find derivative of implicit function & explicit function.

3.4 Differentiate parametric forms; function w.r.t another function and by rationalization.

3.5 Solve problems using these formulas.

4. USE RULES OF DIFFERENTIATION TO SOLVE PROBLEMS OF ALGEBRIC FUNCTIONS.

4.1 Differentiate from first principle sin x ,cosx,tang x.

4.2 Derive formula for derivation of sec x,cosec x, cot x.

4.3 Find differential coefficient of inverse trigonometric functions.

5. USE RULES OF DIFFERENTIATION TO LOGARITHMIC AND EXPONENTIAL FUNCTIONS.

5.1 Derive formulas for differential coefficient of logarithmic and exponential functions.

5.2 Solve problems using these formulas.

6. UNDERSTAND RATE OF CHANGE OF ONE VARRIABLE WITH RESPECT TO ANOTHER.

6.1 Write expression for velocity, acceleration, and slope of a line.

6.2 Define an increasing and decreasing function, maxima and minima values, of inflection.

6.3 Explain criteria for maxima and minima values of a function.

6.4 Solve problems involving rate of change of variables.

7. APPLY CONCEPT OF INTEGRATION IN SOLVING TECHNOLOGICAL PROBLEMS

7.1 Explain the concept of integration

7.2 Write basic theorem of integration

7.3 List some important rules of integration

7.4 Derive fundamental formulas of integration

7.5 Solve problems based on these formulas /rules.

8. UNDERSTAND DIFFERENT METHODS OF INTEGRATION.

8.1 List standard formulas

8.2 Integrate a function by substitution method

8.3 Find integrals by the method of integration by parts

8.4 Solve problems using these methods.

9. UNDERSTAND THE METHOD OF SOLVING DEFENITE INTEGRALS.

9.1 Define definite integral

9.2 List properties of definite integrals using definite integrals.

9.3 Find areas under curves

9.4 Solve problems of definite integrals.

10. UNDERSTAND THE CONCEPT OF PLANE ANALYTIC GEOMETRY.

10.1 Explain the rectangular coordinate system

10.2 Locate points in different quadrants

10.3 Derive distance formula

10.4 Prove section formula

10.5 Derive slope formula

10.6 Solve problems using the above formulas.

11. USE EQUATIONS OF STRAIGHT LINE IN SOLVING PROBLEMS.

11.1 Define a straight line

11.2 State general form of equation of a straight line

11.3 Derive slope intercept and intercept forms of equations.

11.4 Derive expression for angle between two straight lines

11.5 Derives conditions of perpendicularity and parallelism lines

11.6 Solve problems involving these equations/formulas.

12. SOLVE TECHNOLOGICAL PROBLEMS USING EQUATION OF CIRCLE.

12.1 Define a circle

12.2 Describe standards, central and general forms of the equation of a circle.

12.3 Convert general forms to the central forms of equation of a circle.

12.4 Deduce formulas for the radius and the coordinates of the centre of a circle from the general form.

12.5 Derive equation of the circle passing through three given points.

12.6 Solve problems involving these equations

CBEC-213 CROSS-BORDER E-COMMERCE OPERATIONS

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	192 Hrs	1	6	3

AIMS: Through the study of this course, students will comprehensively acquire the knowledge and skills necessary for the entire cross-border e-commerce operation process. They will be able to proficiently utilize cross-border e-commerce platform tools for store management, product listing, marketing promotion, order processing, customer service, operational data analysis, and other operational activities. Students will possess cross-border e-commerce operational capabilities, enhancing their stores' market competitiveness and profitability.

COURSE CONTENTS

1. COGNITION OF CROSS-BORDER E-COMMERCE OPERATIONS 2 Hrs

1.1 Meaning, characteristics, and scope of cross-border e-commerce operational models

1.2 Major global operational platforms and regional marketplaces of cross-border e-commerce

1.3 Major global operational platforms and regional marketplaces of cross-border e-commerce

2. ESTABLISHMENT AND DECORATION OF ONLINE STORES 6 Hrs

2.1 Store types and platform-specific store models

2.2 Essential information setup and compliance requirements for online stores

2.3 Roles, permissions, and access management for sub-accounts

2.4 Step-by-step process and best practices for online store decoration and branding

3. PRODUCT MANAGEMENT 6 Hrs

3.1 Advanced techniques for product grouping and categorization

3.2 Process of creating and managing shipping templates for cross-border logistics

3.3 Key content elements and localization strategies for product listings

3.4 Techniques for product listing and delisting

3.5 Techniques for product optimization, SEO alignment, and performance improvement

4. PLANNING OF MARKETING ACTIVITIES 6 Hrs

4.1 Types and objectives of store-level promotional activities

4.2 Process of designing, scheduling, and executing store marketing campaigns

4.3 Platform-wide campaigns, events, and cross-border promotions

4.4 Eligibility, qualifications, and procedures for enrolling in platform marketing programs

5. DAILY ORDER MANAGEMENT 4 Hrs

5.1 Methods and tools for efficient order shipment and tracking

5.2 Standard workflow for order processing and issue

5.3 Principles and policies for handling returns, exchanges, and refund management

6. CROSS-BORDER E-COMMERCE CUSTOMER MANAGEMENT 4 Hrs

6.1 Core content and importance of customer relationship management

6.2 Behavioral characteristics and segmentation of cross-border customers

6.3 Effective methods, CRM tools, and retention strategies for customer management

7. OPERATIONAL DATA ANALYSIS AND OPTIMIZATION 4 Hrs

7.1 Content and scope of online store operational data analysis

7.2 Methods, metrics, and tools for operational performance analysis

7.3 Analytical techniques for data-driven decision-making and optimization

7.4 Core indicators of online store operational data

BOOKS RECOMMENDED

- E-Commerce and Cross-Border Trade Guide — International Trade Centre (ITC)
- Global E-Commerce Playbook — Meta Business & Deloitte
- Cross-Border E-Commerce Export Guide — Alibaba Group – Alibaba Global Selling

CBEC-213 CROSS-BORDER E-COMMERCE OPERATIONS

INSTRUCTIONAL OBJECTIVES

1. COGNITION OF CROSS-BORDER E-COMMERCE OPERATIONS

1.1 Explain the core elements of cross-border e-commerce operational models, including digital ecosystems, AI integration, and omnichannel strategies

1.2 Describe the features and characteristics of major global cross-border e-commerce platforms (e.g., Amazon Global, Alibaba International, Shopify, TikTok Shop)

1.3 Explain the development trends in cross-border e-commerce operations, such as AI-driven logistics, green supply chains, and digital payment innovations

2. ESTABLISHMENT AND DECORATION OF ONLINE STORES

2.1 Explain the different types of online stores, including independent sites and platform-based stores

2.2 Describe the information required for opening an online store

2.3 Describe the permissions and user access control settings of different sub-accounts

2.4 Describe precautions and UX/UI design principles for online store decoration to enhance customer experience and conversion rates

3. PRODUCT MANAGEMENT

3.1 Describe the precautions for product grouping

3.2 Describe the techniques for setting shipping templates

3.3 Describe the norms for product listings

3.4 Describe the techniques for product listing and delisting with SEO optimization and keyword analytics

3.5 Explain the contents of product optimization

4. PLANNING OF MARKETING ACTIVITIES

4.1 Explain the types of store activities, including social commerce campaigns, influencer marketing, and live-stream promotions

4.2 Describe the contents of store activity settings

4.3 Describe ~~Familiarize yourself with~~ the registration process for platform activities

4.4 Explain the qualifications and compliance requirements (regional laws, data privacy, taxation) for enrolling in platform activities

5. DAILY ORDER MANAGEMENT

5.1 Enlist the methods of order shipment and automated fulfillment through integrated logistics systems

5.2 Explain the process of order shipment handling

5.3 Explain the principles of order return and exchange handling, including reverse logistics and sustainability considerations

6. CROSS-BORDER E-COMMERCE CUSTOMER MANAGEMENT

6.1 Explain the principles of customer management using CRM systems and AI-driven

6.2 Describe the characteristics of cross-border e-commerce customers

6.3 Describe the techniques for customer management through social media engagement, omnichannel communication, and customer loyalty programs

7. OPERATIONAL DATA ANALYSIS AND OPTIMIZATION

7.1 Describe the contents of online store operational data analysis

7.2 Explain the methods of online store operational data analysis

7.3 Describe the measures for online store operational optimization

7.4 Explain the evaluation standards for online store operational effectiveness including ROI, customer retention, and lifetime value metrics

CBEC-213 CROSS-BORDER E-COMMERCE OPERATIONS

LIST OF PRACTICALS **192 Hrs**

1. Create an Online store account
2. Submit Basic information setup for online store
3. Create/Mange sub accounts
4. Perform Shipping template configuration
5. Prepare Product listing
6. Optimize given Products title according to SEO ~~optimization~~
7. Manage the given Product listing
8. Perform Store promotion activity planning
9. Perform Platform activity registration
10. Perform Search Engine Optimization (SEO) and AI-based keyword optimization for product visibility
11. Perform Cross-platform brand promotion using social media (TikTok Shop, Instagram, Facebook Marketplace)
12. Manage Data-driven product promotion using analytics dashboards
13. Apply Order fulfillment processing
14. Manage Order return and exchange handling
15. Handle Online store chat settings
16. Perform Customer inquiry responses
17. Manage Customer issue resolution
18. Manage Customer transaction facilitation
19. Manage Customer relationship maintenance
20. Perform Online store operation effectiveness analysis

CBEC-223 VISUAL MARKET DESIGN

Total Contact Hours

		T	P	C
Theory	64Hrs			
Practical	96 Hrs	**2**	**3**	**3**

AIMS: This course equips students with the creative and technical skills needed to design compelling visuals for cross-border e-commerce. Students will learn to use leading design and video tools to craft professional store pages, product visuals, digital advertisements, and short-form video content. The course focuses on data-driven and culturally adaptive visual marketing strategies that enhance user engagement, strengthen brand identity, and improve online sales performance. Graduates of this course will be prepared to apply innovative, globally aware design solutions in the fast-evolving field of e-commerce marketing.

COURSE CONTENTS

1. OVERVIEW OF VISUAL MARKETING DESIGN 4Hrs

1.1 Concepts and forms of visual marketing in the digital era

1.2 Principles of cross-border e-commerce visual communication

1.3 Design elements of cross-border e-commerce visual marketing

1.4 Roles and competencies for modern visual marketing professionals (UX/UI, AI tools, social media creatives)

1.5 Emerging trends: short-form content, 3D visualization, and AI-generated design

2. PLANNING OF VISUAL MARKETING STRATEGIES 12Hrs

2.1 Integrating cross-cultural elements and localization strategies

2.2 Precautions for planning visual materials

2.3 Designing responsive and conversion-focused layouts

2.4 Content of cross-border e-commerce visual marketing plans

2.4 Planning visual materials for different platforms

2.5 Developing comprehensive visual marketing plans using data insights

3. DESIGN AND DISPLAY OF VISUAL MARKETING IMAGES 16Hrs

3.1 Types of common marketing images

3.2 Basic principles of image and text editing

3.3 Methods for designing product marketing images

3.4 Key points of advertising promotional image design

3.5 Methods for displaying product images

3.6 Ethical and cultural considerations in cross-border visuals

4. DESIGN AND DISPLAY OF SHORT VIDEOS 12Hrs

4.1 Basic knowledge of short video filming

4.2 Commonly used video editing software4.3 Types of cross-border e-commerce videos

4.4 Forms of video marketing displays

4.5 Strategies for increasing engagement and conversion through video content

5. DESIGN AND DISPLAY OF ONLINE STORE PAGES 12Hrs

5.1 Visual marketing design of online store homepage

5.2 Visual marketing design of online store signage

5.3 Visual marketing design of product detail pages

5.4 Key points of visual marketing design for event pages

5.5 Design specifications for brand promotion pages

5.6 Key points of visual marketing design for mobile devices

6. OPTIMIZATION OF VISUAL MARKETING EFFECTS 8Hrs

6.1 Indicators for analyzing visual marketing effects

6.2 Methods for analyzing visual marketing effects

6.3 Standards for evaluating visual marketing effects

6.4 Measures for optimizing visual marketing effects

BOOKS RECOMMENDED

- **Visual Marketing in the Digital Era** — *HubSpot Academy*
- **Principles of Visual Communication for E-Commerce — Interaction Design Foundation**
- **E-Commerce Visual Branding Guidelines — Shopify Plus Official Guides**

CBEC-223 VISUAL MARKET DESIGN

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW VISUAL MARKETING DESIGN

1.1 Explain key concepts and various forms of visual marketing and their impact in the digital era.

1.2 Explain the principles of effective visual communication in cross-border e-commerce to engage diverse international audiences.

1.3 Describe the basic principles and methods of cross-border visual marketing

1.4 Explain the roles and essential competencies of modern visual marketing professionals, including UX/UI design, AI tools, and social media content creation.

1.5 Describe emerging trends in visual marketing, including short-form content, 3D visualization, and AI-generated design.

2. PLANNING OF VISUAL MARKETING STRATEGIES

2.1 Explain how cross-cultural elements and localization strategies are integrated to make marketing content effective for diverse audiences.

2.2 Describe the types of visual materials

2.3 Describe the process of creating responsive and conversion-focused layouts that enhance user experience and drive business results.

2.4 Explain the planning and adaptation of visual materials for different e-commerce and social media platforms, including Shopify, Amazon, TikTok Shop, and Alibaba.

2.5 Explain, the development of comprehensive visual marketing plans by leveraging data insights for informed decision-making.

3. IMAGE DESIGN AND DESPLAY

3.1 Describe the common types of images

3.2 Explain the design specifications for product images

3.3 Describe the methods for designing advertising images

3.4 Describe the forms of displaying product images

3.5 explain the precautions for displaying advertising images

3.6 Describe the ethical and cultural considerations when creating visuals for cross-border marketing to ensure sensitivity and inclusivity.

4. VIDEO DESIGN AND DISPLAY

4.1 Explain the general requirements and composition principles for video shooting

4.2 Describe the commonly used video editing software, including CapCut, Premiere Pro, After Effects, and AI tools like Runway ML.

4.3 Explain the types of cross-border e-commerce videos

4.4 Explain the precautions for video displays

4.5 Describe the strategies to enhance engagement and drive conversions using effective video content.

5. WEB-PAGE DESIGN AND DISPLAY

5.1 Describe the techniques for designing online store homepages

5.2 Explain the key points for the layout of product detail pages

5.3 Explain the key points for designing event pages

5.4 Describe the constituent elements of brand promotion pages

6. OPTIMIZATION OF VISUAL EFFECTS

6.1 Explain the common data indicators for analyzing visual effects

6.2 Describe the methods for analyzing visual effects

6.3 Explain the techniques for evaluating visual effects

6.4 Describe the measures for optimizing visual effects

CBEC-223 VISUAL MARKET DESIGN

LIST OF PRACTICALS **96 Hrs**

1. Create persuasive and engaging copy for marketing materials tailored to target audiences.
2. Edit and enhance images to improve quality, appeal, and consistency for marketing use.
3. Produce and edit short product videos using video editing software for promotional purposes.
4. Create visual elements that reflect cultural diversity and appeal to international audiences.
5. Develop comprehensive visual marketing plans with clear objectives, strategies, and deliverables.
6. Design the homepage layout to optimize user experience and highlight key products.
7. Create a distinctive and professional store logo that represents the brand identity.
8. Design visually appealing store signs that effectively communicate brand messaging.
9. Design and produce carousel banners for websites or social media to showcase products or promotions.
10. Arrange product information, images, and visuals on detail pages to enhance clarity and engagement.
11. Create high-quality main product images that attract customer attention.
12. Design visual elements and layouts for product descriptions to improve readability and appeal.
13. Create compelling advertising images for campaigns across various digital platforms.
14. Evaluate the effectiveness of visual materials in conveying messages and engaging customers.
15. Refine and enhance visual materials based on feedback and performance data to maximize impact.

CBEC-233 CROSS-BORDER E-COMMERCE CUSTOMER SERVICE

Total Contact Hours

Theory	64Hrs	**T**	**P**	**C**
Practical	96 Hrs	**2**	**3**	**3**

AIMS: This course primarily covers professional knowledge and practical skills in the field of cross-border e-commerce customer service. Through studying this course, students will be able to grasp the scope of cross-border e-commerce customer service work and commonly used communication skills in this field. They will master the customer service systems of mainstream cross-border e-commerce platforms such as AliExpress, Amazon, and eBay. The course aims to cultivate students' customer service awareness and skills, enabling them to efficiently handle inquiries, complaints, and after-sales issues from international customers, thereby enhancing customer satisfaction and loyalty. Upon completion, students will possess the relevant business capabilities for customer service and online store operations in cross-border e-commerce stores.

COURSE CONTENTS

1. COGNITION OF CROSS-BORDER E-COMMERCE CUSTOMER SERVICES 8 Hrs

1.1 Job demands, professional ethics, and essential qualities for cross-border e-commerce customer service roles

1.2 Customer service systems of cross-border e-commerce platforms

1.3 Customer service work approaches, digital tools, and communication techniques

1.4 Characteristics of customers from different regions

2. PRE-SALES CUSTOMER SERVICE AND COMMUNICATION 12 Hrs

2.1 Contents of pre-sales customer service and communication

2.2 Methods for responding to inquiries, product information, and consultation handlingT

2.3 Pre-sales logistics issues

2.4 Techniques for managing payment, logistics, and customs-related consultations

3. IN-SALES CUSTOMER SERVICE AND COMMUNICATION 12Hrs

3.1 Scope of in-sales customer service

3.2 Common order types

3.3 Logistics tracking methods and communication updates during order processing

3.4 Key points for handling and communicating special orders

4. AFTER-SALES CUSTOMER SERVICE FOLLOW-UP 12Hrs

4.1 Contents of after-sales service

4.2 Reasons for returns, exchanges, and refund requests

4.3 Methods for handling returns and exchanges

4.4 Role of customer reviews

4.5 Techniques for managing, responding to, and improving customer reviews

5. DISPUTE RESOLUTION 12Hrs

5.1 Causes and types of customer disputes

5.2 Methods and communication strategies for handling customer disputes

5.3 Types of product disputes

5.4 Methods for handling product disputes

5.5 Types of logistics disputes

5.6 Methods for handling logistics disputes and coordination with third-party carriers

6. CROSS-BORDER E-COMMERCE CUSTOMER MANAGEMENT 8Hrs

6.1 Contents and importance of customer management in cross-border e-commerce

6.2 Techniques for customer identification

6.3 Methods for customer classification

6.4 Methods for customer retention and loyalty-building strategies

BOOKS RECOMMENDED

- **Cross-Border E-Commerce Marketing and Management** — Md. Rakibul Hoque & R. Edward Bashaw Igiprodst
- **Cross Border Commerce** — Synergistics Inc. Staff Funai Help Center
- **From Service Quality to E-Service Quality**: Measurement, Dimensions and Model — Salome O. Ighomereho, Afolabi A. Ojo, Samuel O. Omoyele & Samuel O. Olabode

CBEC-233 CROSS-BORDER E-COMMERCE CUSTOMER SERVICE

INSTRUCTIONAL OBJECTIVES

1. UNDERSTANDING ABOUT CROSS-BORDER E-COMMERCE CUSTOMER SERVICE

1.1 Explain the responsibilities and importance of cross-border e-commerce customer service

1.2 Explain the characteristics of digital and AI-driven e-commerce customer service

1.3 Describe the specific requirements for customer service roles in cross-border e-commerce

1.4 Explain the tools and channels available for cross-border e-commerce customer service, including social media, live chat, CRM integration, and omnichannel platforms

2. CUSTOMER SERVICE ON MAINSTREAM CROSS-BORDER E-COMMERCE PLATFORMS

2.1 Explain the customer service system and operations on AliExpress, including AI chat support and dispute management systems

2.2 Describe the customer service system and operations on the Amazon platform

2.3 Explain the customer service processes on the eBay platform

2.4 Explain the customer service processes on Alibaba International and emerging platforms like TikTok Shop and Shopee

3. PRE-SALES CUSTOMER SERVICE AND COMMUNICATION

3.1 Describe the preparatory work for pre-sales customer service

3.2 Explain the process to handle common pre-sales customer inquiries using AI chatbots, FAQs, and sentiment analysis tools

3.3 Explain the standard workflow for pre-sales service and communication

4. MID-SALES CUSTOMER SERVICE AND COMMUNICATION

4.1 Explain the responsibilities of mid-sales customer service

4.2 Explain the control and handling processes for mid-sales operations

4.3 Explain the techniques for mid-sales customer service

5. POST-SALES CUSTOMER SERVICE AND COMMUNICATION

5.1 Explain to the process to handle post-sales evaluations and responses using data analytics, automated feedback collection, and online reputation tools

5.2 Explain to the process to handle common post-sales issues

5.3 Describe the techniques for preventing and resolving post-sales disputes

5.4 Describe the techniques for effective post-sales customer service, emphasizing customer retention, sustainability, and brand trust

6. CUSTOMER RELATIONSHIP MANAGEMENT AND MAINTENANCE

6.1 Explain the methods and significance of customer classification

6.2 describe the process and techniques for customer follow-up using automated CRM workflows and data segmentation

6.3 Explain the methods for managing customer satisfaction

6.4 Explain the strategies for improving customer loyalty

6.5 Describe the causes of customer loss and measures for customer recovery using predictive analytics and re-engagement campaigns

7. APPLICATION OF INNOVATIVE TECHNOLOGIES IN CUSTOMER SERVICE

7.1 Explain the use of Customer Relationship Management (CRM) systems

7.2 Explain the application of chatbots and artificial intelligence in customer service, including AI voice assistants and NLP-based conversation management

7.3 Explain the use of automation tools to improve customer service efficiency

7.4 Explain the applications of Augmented Reality (AR) and Virtual Reality (VR) in customer service

7.5 Explain the blockchain technology, digital currencies, and smart contracts influence customer service processes and trust management

CBEC-233 CROSS-BORDER E-COMMERCE CUSTOMER SERVICE

LIST OF PRACTICALS **96 Hrs**

1. Perform analysis of cross-border e-commerce customer service characteristics
2. Evaluate the job requirements and qualifications for customer service roles
3. Prepare a Report on customer service tools and channels for cross-border e-commerce
4. Simulate customer service interactions on the AliExpress platform.
5. Demonstrate customer service processes on the Amazon platform
6. Develop solutions for common pre-sales customer inquiries
7. Prepare the Draft on pre-sales communication scripts
8. Analyze the mid-sales operations control and handling
9. Simulate the mid-sales customer service techniques
10. Perform post-sales evaluations
11. Simulate the resolution of common post-sales issues and disputes
12. Perform the creation and testing of customer classification systems
13. Perform the development and execution of customer follow-up plans
14. Perform the customer satisfaction and loyalty surveys and analysis
15. Perform the early warning systems for customer loss and strategies for customer recovery
16. Perform the operation of CRM systems and data analysis
17. Perform the configuration and testing of chat-bots and AI technologies
18. Perform the experience and feedback collection for AR/VR technology applications
19. Perform the exploration and discussion of block-chain and digital currency use cases in customer service

CBEC-243 PRODUCT SELECTION MANAGEMENT

Total Contact Hours

		T	P	C
Theory	64Hrs			
Practical	96 Hrs	**2**	**3**	**3**

AIMS: This course covers a comprehensive knowledge system for cross-border e-commerce product selection management. Through systematic study of fundamental product selection concepts, product data collection, product evaluation and planning, product sales cycle analysis, product quality control, pricing and marketing strategy formulation, as well as procurement and supplier management, students will master the core skills and strategies for cross-border e-commerce product selection. This will enhance their market sensitivity and data analysis capabilities, laying a solid foundation for successful product selection and optimized sales strategies in the highly competitive cross-border e-commerce market.

COURSE CONTENTS

1. FUNDAMENTALS OF PRODUCT SELECTION 10 Hrs

1.1 Concept and importance of product selection

1.2 The process and criteria for selecting products

1.3 Factors influencing product selection decisions

1.4 Relationship between product selection and business strategy

1.5 Ethical and sustainable selection practices

2. MARKET AND PRODUCT DATA ANALYSIS 10 HRS

2.1 Target market identification and positioning

2.2 Consumer demand and behavior analysis

2.3 Competitive product analysis

2.4 Product attribute analysis

2.5 Cultural and social influences on consumer behavior

2.6 Psychological factors in product choice

2.7 Regional and global market comparison

3. PRODUCT EVALUATION AND PLANNING 10Hrs

3.1 Market Demand forecasting methods

3.2 Product evaluation techniques

3.3 Strategic alignment of product plans with organizational goals

3.4 Product mix planning and portfolio analysis

3.5 Product selection decision-making process

3.6 Financial evaluation of product options (Cost-benefit and ROI analysis)

4. PRODUCT LIFE AND SALES ANALYSIS 10 Hrs

4.1 Product sales data interpretation

4.2 Product life cycle theory and management

4.3 Factors affecting product sales performance

4.4 les performance metrics and KPIs

4.5 Testing and product optimization

5. PRICING AND MARKETING STRATEGY 08 HRS

5.1 Product pricing analysis

5.2 Formulation of pricing strategies

5.3 Factors influencing pricing decisions

5.4 Formulation of marketing strategies

5.5 Branding and positioning strategies

6. PRODUCT QUALITY CONTROL 08 Hrs

6.1 Product quality standards

6.2 Quality inspection process

6.3 Product quality testing

6.4 Management of nonconforming products

7. PROCUREMENT AND SUPPLIER MANAGEMENT 08 Hrs

7.1 Procurement demand forecasting

7.2 Formulation of procurement plans

7.3 Supplier evaluation and selection

BOOKS RECOMMENDED

- **Product Management for Dummies** — Brian Lawley & Pamela Schure
- **Marketing Research: An Applied Orientation** — Naresh K. Malhotra
- **Purchasing and Supply Chain Management** — Robert M. Monczka, Robert B. Handfield, Larry C. Giunipero, James L. Patterson

CBEC-243 PRODUCT SELECTION MANAGEMENT

INSTRUCTIONAL OBJECTIVES

1. COGNITION OF SELECTION BASICS

1.1 Explain the concept and importance of product selection

1.2 Explain the process and criteria for selecting products

1.3 Elaborate major factors influencing product selection decisions

1.4 Describe the relationship between product selection and business strategy

1.5 Elaborate Ethical and sustainable selection practices

2. PRODUCT DATA COLLECTION

2.1 Explain target market identification and positioning

2.2 Elaborate consumer demand and behavior analysis

2.3 Explain competitive product analysis

2.4 Explain the meaning of product attributes

2.5 Describe analyzing product attributes

2.6 Identify cultural and social influences on consumer behavior

2.7 Explain ppsychological factors in product choice

2.8 Explain the Regional and global market comparison

3. PRODUCT EVALUATION AND PLANNING

3.1 Elaborate evaluating basic product attributes

3.2 Elaborate assessing product profitability

3.3 Explain the concept of product categories

3.4 Explain strategic alignment of product plans with organizational goals

3.5 Explain strategies for product selection

3.5 Elaborate strategies for product mix

3.6 Explain financial evaluation of product options (Cost-benefit and ROI analysis)

4. PRODUCT SALES CYCLE ANALYSIS

4.1 Explain product sales data interpretation

4.2 Explain different indicators for product sales data

4.3 Elaborate product life cycle theory and management

4.4 Identify different factors affecting product sales performance

4.5 Elaborate sales performance metrics and KPIs

4.6 Explain testing and product optimization

5. PRICING AND MARKETING STRATEGY FORMULATION

5.1 Describe methods for analyzing product prices

5.3 Explain marketing factors in product pricing

5.3 Elaborate methods for pricing products

5.4 Explain different factors influencing pricing decisions

5.5 Elaborate different methods for formulating product strategies

5.7 Elaborate different methods for formulating product pricing strategies

5.7 Elaborate different methods for formulating product channel strategies

5.8 Explain different branding and positioning strategies

6. PRODUCT QUALITY CONTROL

6.1 Elaborate different product quality standards

6.2 Elaborate different quality inspection processes

6.3 Elaborate different methods for product quality testing

6.4 Elaborate different techniques for managing nonconforming products

7. PROCUREMENT AND SUPPLIER MANAGEMENT

7.1 Explain meaning of procurement demand forecasting

7.2 Elaborate different methods for forecasting procurement demand

7.3 Explain basis for formulating procurement plans

7.4 Interpret elements for formulating procurement plans

7.5 Elaborate different methods for evaluating suppliers

7.6 Elaborate different methods for selecting suppliers

7.7 Elaborate different techniques for managing supplier relationships

CBEC-243 PRODUCT SELECTION MANAGEMENT

LIST OF PRACTICALS 96 Hrs

1. Select two competing products (e.g., two snack brands or two mobile phones) and compare their key attributes such as price, features, packaging, and popularity in a simple table.
2. Choose a small business (real or imaginary) and list 3–5 products it could offer, then group them into categories (e.g., daily use, premium, seasonal) to create a simple product mix plan.
3. Use simple sample data to create a chart or graph showing monthly product sales and identify which month had the highest and lowest sales.
4. Select any familiar product (like a smartphone or soft drink) and identify which stage of the product life cycle it is in — introduction, growth, maturity, or decline — with reasons.
5. Choose any common product and prepare a short plan showing its target market, price, place (where it will be sold), and promotion method (how to advertise it).
6. Collect prices of a similar product from three different brands or stores, compare them, and identify possible reasons for the price differences.
7. Examine Sample items and list any visible defects or differences, then suggest simple ways to improve product quality.
8. Create and use a basic checklist to evaluate the quality of everyday items (e.g., pen, notebook, or bottle) based on appearance, function, and packaging.
9. Prepare a simple procurement plan showing forecasted demand, sourcing schedule, budget, and supplier allocation.
10. Compare multiple supplier options using criteria such as cost, quality, delivery time, and reliability, then recommend the best supplier.

CBEC-253 INTERNATIONAL MARKET PROMOTION

Total Contact Hours

Theory	64Hrs	**T**	**P**	**C**
Practical	96Hrs	**2**	**3**	**3**

AIMS: This course will cover strategies and execution for promotion, from on-site promotion to cross-platform advertising. Through this course, students will master the characteristics, operational techniques, and optimization methods of various channels. From theory to practice, students will gain a comprehensive understanding of how to use different marketing methods to attract and retain international customers. The course aims to develop students' ability to design and implement effective international market promotion plans in a global context, empowering them with the core competitiveness to drive brand and product success worldwide.

COURSE CONTENTS

1. INTERNATIONAL MARKET PROMOTION FUNDAMENTALS 8 Hrs

1.1 Introduction to international market promotion

1.2 International market promotion channels

1.3 Understanding of global marketing environments

1.4 Ethical, cultural, and legal considerations in international promotion

2. INTERNATIONAL MARKET PROMOTION PLAN DEVELOPMENT 8 Hrs

2.1 International market research and

2.2 International market analysis and positioning

2.3 International market promotion strategies

2.4 Development of international market promotion plans

3. CROSS-BORDER E-COMMERCE ON-SITE PROMOTION 12 Hrs

3.1 Basics of on-site promotion

3.2 Website page optimization

3.3 On-site product optimization

3.4 On-site product promotion

3.5 On-site brand promotion

3.6 On-site promotion data analysis and optimization

4. INTERNATIONAL SEARCH ENGINE PROMOTION 12 Hrs

4.1 Search engine definition and classification

4.2 Search engine optimization (SEO)

4.3 Search engine marketing (SEM)

4.4 Search engine promotion effectiveness analysis and optimization

5. OVERSEAS SOCIAL MEDIA PROMOTION 12Hrs

5.1 Social media platform analysis

5.2 Social media content marketing

5.3 Social media paid advertising

5.4 Social media management and interaction

5.5 Social media promotion effectiveness analysis and optimization

5.6 Ethical and responsible communication in global media

5.7 Emerging technologies in social media promotion

6. OVERSEAS ADVERTISING AND MEDIA MANAGEMENT 12Hrs

6.1 Understanding overseas advertising

6.2 Target market identification and ad placement strategies

6.3 Creative design principles for international audiences

6.4 Cross-channel advertising

6.5 Advertising effectiveness tracking and analysis

6.6 International advertising evaluating techniques

6.7 Trends in digital and AI-driven advertising

BOOKS RECOMMENDED

- ***Global Marketing*** — Warren J. Keegan & Mark C. Green
- ***International Marketing*** — Philip R. Cateora, Mary C. Gilly, John L. Graham
- ***Digital Marketing for Dummies*** — Ryan Deiss & Russ Henneberry

CBEC-253 INTERNATIONAL MARKET PROMOTION

INSTRUCTIONAL OBJECTIVES

1. INTERNATIONAL MARKET PROMOTION FUNDAMENTALS

1.1 Explain the basic concepts of international market promotion

1.2 Explain the main channels of international market promotion

1.3 Explain international marketing environments

1.4 Elaborate Ethical, cultural, and legal considerations in international promotion

2. INTERNATIONAL MARKET PROMOTION PLAN STRATEGY

2.1 Explain the steps and methods of international market research

2.2 Elaborate market analysis methods

2.3 Explain development of international market promotion strategies

2.4 Explain the strategies for creating an international market promotion plan

3. CROSS-BORDER E-COMMERCE ON-SITE PROMOTION

3.1 Describe the basic concept of on-site promotion

3.2 Explain website page optimization techniques

3.3 Explain product information optimization methods

3.4 Elaborate on-site product promotion techniques

3.5 Describe the importance of brand promotion

3.6 Explain data analysis techniques

4. INTERNATIONAL SEARCH ENGINE PROMOTION

4.1 Explain the working principles of search engines

4.2 Explain the characteristics of major international search engines

4.3 Explain search engine optimization (SEO) strategies and techniques

4.4 Explain the concept of search engine marketing (SEM)

4.5 Elaborate search engine advertising strategies

4.6 Explain the methods for evaluating search engine promotion effectiveness

5. OVERSEAS SOCIAL MEDIA PROMOTION

5.1 Describe the characteristics of major social media platforms

5.2 Explain social media content marketing strategies

5.3 Explain social media advertising systems

5.4 Explain social media management skills

5.5 Elaborate methods for evaluating social media promotion effectiveness

5.6 Explain ethical and responsible communication in global media

5.7 Explain emerging technologies in social media promotion

6. OVERSEAS ADVERTISING CAMPAIGNS

6.1 Describe the basic concepts of overseas advertising

6.2 Elaborate advertising targeting strategies target market identification and ad placement strategies

6.3 Explain advertising creative design techniques

6.4 Explain the concept of cross-channel advertising

6.5 Elaborate methods for evaluating advertising effectiveness

6.6 Explain international advertising evaluating techniques

6.7 differentiate emerging trends in digital and AI-driven advertising

CBEC-253 INTERNATIONAL MARKET PROMOTION

LIST OF PRACTICALS **96Hrs**

1. Perform International market research
2. Perform Overseas market positioning
3. Perform International market promotion strategy development
4. Perform International market promotion case analysis
5. Perform On-site product optimization
6. Perform On-site product promotion
7. Perform On-site brand promotion
8. Perform On-site promotion effect analysis and optimization
9. Perform Mainstream international search engine channel research
10. Perform the Selection of international search engine channels
11. Perform international search engine optimization
12. Perform international search engine promotion
13. Perform international search engine promotion effect analysis and optimization
14. Perform international social media channel research
15. Perform international social media channel development
16. Perform building an overseas social media account matrix
17. Perform international social media promotion content design
18. Perform international social media promotion effect analysis and optimization
19. Perform international advertising platform research
20. Select international advertising platforms
21. Perform international advertising content planning
22. Create international advertising plans
23. Implement international advertising plans
23. Perform international advertising effect analysis and optimization

CBEC-263 CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

AIMS: This course systematically covers the basic concepts, current status, and prospects of cross-border e-commerce payments and settlements, various payment methods and their risk prevention, the functions and features of mainstream cross-border e-commerce payment and settlement platforms, as well as financial and tax analysis and related laws and regulations. The aim is to equip students with the core knowledge and skills needed for cross-border e-commerce payment and settlement, enhancing their understanding and application ability in this field and boosting their competitiveness in the global e-commerce environment.

COURSE CONTENTS

1. OVERVIEW OF CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT 8Hrs

1.1 Understanding cross-border e-commerce payment and settlement

1.2 Traditional payment methods vs. Electronic payment methods

1.3 Current status and prospects of cross-border e-commerce payment and settlement

1.4 Business models of cross-border e-commerce payment and settlement

2. OFFLINE PAYMENT AND SETTLEMENT METHODS 8Hrs

2.1 Remittance payment

2.2 Collection payment

2.3 Letter of credit payment

2.4 Risks and preventive measures of offline payment methods

3. ONLINE PAYMENT AND SETTLEMENT METHODS 12Hrs

3.1 Online banking payment

3.2 International credit card payment

3.3 Third-party payment

3.4 Risks and preventive measures of online payment methods

4. MAINSTREAM CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT PLATFORMS 12Hrs

4.1 Overview of cross-border e-commerce payment and settlement platforms

4.2 Payoneer and Wise as primary platforms for Pakistani exporters

4.3 PayPal (global usage and account access limitations for Pakistan)

4.4 Mainstream cross-border e-commerce payment and settlement platform: PayPal

4.5 Mainstream cross-border e-commerce payment and settlement platform: Payoneer

4.6 International cross-border e-commerce payment and settlement platform: Western Union

5. FINANCIAL ANALYSIS OF CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT 8 Hrs

5.1 Overview of financial aspects of cross-border e-commerce payment and settlement

5.2 Payment and settlement models and financial factors

5.3 Financial risks and preventive measures in cross-border e-commerce payment and settlement

6. TAX ANALYSIS OF CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT 8 Hrs

6.1 Overview of taxation in cross-border e-commerce payment and settlement

6.2 Tax risks and preventive measures in cross-border e-commerce payment and settlement

7. RELEVANT LAWS AND REGULATIONS OF CROSS-BORDER E-COMMERCE PAYMENT 8 Hrs

7.1 Overview of legislation on cross-border e-commerce payment

7.2 Cross-border e-commerce payment issues

7.3 Cross-border e-commerce consumer protection laws

7.4 Other legal issues in cross-border e-commerce payment

BOOKS RECOMMENDED

- ***Cross-Border E-Commerce: Payment and Settlement*** — Richard Cartwright
- ***International Financial Management*** — Jeff Madura
- ***Digital Payments and FinTech Innovations*** — David Lee Kuo Chuen

CBEC-263 CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT

INSTRUCTIONAL OBJECTIVES

1. CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT OVERVIEW

1.1 Explain the basic concepts and importance of cross-border e-commerce payment and settlement

1.2 Explain the differences between traditional payment methods and electronic payment methods

1.3 Elaborate the current development status of cross-border e-commerce payment and settlement

1.4 Describe the payment and settlement characteristics under different business models

2. OFFLINE PAYMENT AND SETTLEMENT METHODS

2.1 Explain the definition, classification, and process of remittance payment

2.2 Explain the working principle and advantages of collection payment

2.3 Explain the process and precautions of letter of credit payment

2.4 Describe the common risks and preventive measures in offline payment methods

3. ONLINE PAYMENT AND SETTLEMENT METHODS

3.1 Explain the operational process of online banking payment

3.2 Explain the characteristics and security mechanisms of international credit card payments

3.3 Describe the functions and usage of third-party payment platforms

3.4 Describe the potential risks in online payment methods and response strategies

4. MAINSTREAM CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT PLATFORMS

4.1 Explain the overview of major domestic cross-border e-commerce payment platforms

4.2 Explain the application and advantages of Alipay / WeChat Pay in cross-border e-commerce

4.3 Describe the operational process of Payoneer and WeChat Pay in cross-border e-commerce

4.4 Explain the usage and advantages of PayPal globally

4.5 Explain the specific applications of Payoneer in cross-border e-commerce payments

4.6 Describe the services of Western Union in cross-border e-commerce payments

5. FINANCIAL ANALYSIS OF CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT

5.1 Explain the financial background knowledge of cross-border e-commerce payment and settlement

5.2 Explain the impact of different payment models on finance

5.3 Explain the basic strategies for financial risk prevention

6. TAX ANALYSIS OF CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT

6.1 Explain the major tax issues related to cross-border e-commerce payment

6.2 Explain the tax processing principles for cross-border transactions in china

6.3 Describe the methods for preventing tax risks

7. RELEVANT LAWS AND REGULATIONS OF CROSS-BORDER E-COMMERCE PAYMENT

7.1 Explain domestic and international laws and regulations on cross-border e-commerce payment

7.2 Explain common issues in payment processes and solutions

7.3 Describe the legal provisions for protecting consumer rights

7.4 Describe the relevant legal issues and solutions

CBEC-263 CROSS-BORDER E-COMMERCE PAYMENT AND SETTLEMENT

LIST OF PRACTICALS **96 Hrs**

1. Perform collection of payment
2. Perform Bill of exchange payment
3. Perform letter of credit payment
4. Perform International wire transfer operations
5. Perform International credit card payment
6. Manage Paypal payment and settlement
7. Perform Western Union payment and settlement
8. Manage Payoneer payment and settlement
9. Perform Cross-border e-commerce third-party payment and settlement
10. Perform Cross-border e-commerce payment and settlement tax analysis
11. Perform Cross-border e-commerce payment and settlement risk prevention

CBEC-271 INTERNATIONAL MARKET PROMOTION COMPREHENSIVE PRACTICAL TRAINING

Total Contact Hours	**T**	**P**	**C**
Practical 96 Hrs	**0**	**3**	**1**

AIMS: This practical course takes the textile industry as a case study to build a comprehensive, multi-dimensional international market promotion simulation platform. By recreating the operating environments of mainstream search engines and social media marketing systems, students will engage in hands-on exercises that simulate real-world cross-border marketing scenarios.

Through a complete process—ranging from international market research and target audience analysis to campaign execution and performance evaluation—students will gain practical experience in global marketing strategies, content localization, and digital advertising management. The course emphasizes data analysis and decision-making, cultivating students' global vision, market sensitivity, and adaptability to dynamic international business environments.

LIST OF PRACTICALS **96 Hrs**

1. Collect and analyze international market data to identify trends, opportunities, and target audiences.
2. Develop strategic promotion plans tailored for global markets, including objectives, channels, and tactics.
3. Implement promotional strategies on e-commerce platforms to increase visibility and sales internationally.
4. Optimize content and campaigns for international search engines to improve global reach and search performance.
5. Manage social media campaigns targeting international audiences to boost engagement and brand awareness.
6. Plan and execute live streaming sessions to promote products and engage international

customers.

7. Design, place, and monitor advertisements across global platforms to maximize reach and effectiveness.

3rd Year

خصوصی مقاصد:

() احادیث کا ترجمہ بیان کر سکے

() احادیث کی تشریح کر سکے

() معاشرتی اور انفرادی زندگی میں احادیث سے رہنمائی حاصل کر سکے

حقوق وفرائض:

عمومی مقاصد:

() اسلامی معاشرے کا ایک اچھا فرد بن سکے

خصوصی مقاصد:

() والدین کے حقوق وفرائض بیان کر سکے

() ہمسائیوں کے حقوق بیان کر سکے

() بچوں کے حقوق بیان کر سکے

() عورتوں کے حقوق کی پاسداری کر سکے

() بزرگ شہریوں کے حقوق کا خیال رکھ سکے

() مخنث حضرات کے حقوق جان سکے اور ان کے حقوق کی پاسداری کر کے انہیں معاشرے کا ایک مفید فرد بنایا جا سکے

() اسلام میں حقوق وفرائض کی آگاہی کی صورت میں اپنے اندر خدمت خلق کا جذبہ پیدا کر سکے

اسلامی اقدار:

عمومی مقاصد:

() طالب علم جان سکے گا کہ تعلیم کا مقصد حسن اخلاق سے متصف ہونا ہے

خصوصی مقاصد:

() اخلاق کے معنی ومفہوم کو بیان کر سکے

() اسلام میں حسن واخلاق کی اہمیت بیان کر سکے

() قرآن وسنت کی روشنی میں صبر واستقلال کی اہمیت بیان کر سکے

() ایفائے عہد کی اہمیت بیان کر سکے

() اخوت کے معنی ومفہوم بیان کر سکے

() اخوت اسلامی کی اہمیت بیان کر سکے

() اسلام کی اعلیٰ اقدار کو اپنا کر مثالی معاشرہ پیدا کر سکے

مطالعہ پاکستان (حصہ دوئم)

قیام پاکستان

تدریس مقاصد:

عمومی مقاصد:

() قیام پاکستان کے بعد درپیش مسائل سے آگاہی حاصل کرے اور بیان کرے

خصوصی مقاصد:

() باؤنڈری کمیشن تشکیل اور اس کے فرائض بیان کر سکے

() ریڈکلف اور اس کے ایوارڈ کے بارے بیان کر سکے

() بنگال اور کلکتہ کی تقسیم کی وجوہات بیان کر سکے

() پنجاب کی تقسیم کی تفصیل بیان کر سکے

() مہاجرین کی آمد سے جو مسائل پیدا ہوئے انہیں بیان کر سکے

() ریاستوں کے الحاق کے بارے میں تفصیل بیان کر سکے

() ریاست جموں کشمیر کے بارے میں بیان کر سکے

() نہری پانی کے تنازعہ کو بیان کر سکے

() قرارداد مقاصد کی تفصیلات بیان کر سکے

() 22 علماء کے متفقہ اسلامی نکات بیان کر سکے

() 1973 کے آئین میں انسانی حقوق کی دفعات (28-8)۔اقلیتوں کے حقوق اور دیگر محروم طبقات کے حقوق کے بارے میں جان سکے

() قیام پاکستان کے بعد نفاذ اسلام کی کوششوں کو بیان کر سکے

() پاکستان کے محل وقوع اور اس کی جغرافیائی اہمیت بیان کر سکے اور GSP+ کے تعارف اور عملی طریقہ کار بیان کر سکے

() پاکستان میں قدرتی وسائل (تیل، گیس، کوئلہ) کے بارے میں بیان کر سکے

غیر مسلم طلباء کے لیے

نصاب اخلاقیات

GEN301

سال سوئم

ٹی	پی	سی
1	0	1

کل وقت 20 گھنٹے

موضوعات:

() احساس ذمہ داری

() مثبت ذہن

() عدل وانصاف

() قومی خدمت کا جذبہ

() ذکر ونظر کی پاکیزگی

() احترام آدمیت

() شائستگی

() عفوودرگذر

() بردباری

() خوداتحصاری

() اثر ونفوذ

() جامعیت

() اپنی ذات کی معرفت (بذریعہ ہم عمر طلباء، اساتذہ، اہم شخصیات)

() بچوں کے حقوق

() عورتوں کے حقوق

() بزرگ شہریوں کے حقوق

() مخنث حضرات کے حقوق

غیر مسلم طلباء کے لیے

نصاب اخلاقیات (سال سوئم)

تدریس مقاصد:

عمومی مقاصد:

() ملکی ترقی کے لیے اعلیٰ اوصاف کے ساتھ بہتر طور پر ملک وملت کی خدمت کر سکے

خصوصی مقاصد: طالب علم اس قابل ہو سکے کہ

() موضوعات کا مطلب بیان کر سکے

() عملی زندگی سے مثالوں کی نشاندہی کر سکے

() موضوعات کی اہمیت بیان کر سکے

() اپنی شخصیت اور معاشرے پر موضوعات کے مطابق اثرات پیدا کرنے کے طریقے بیان کر سکے

() مثبت ذہن کے ساتھ کام کر سکے

() عدل وانصاف سے ادارہ میں، دفتر میں بہتر ماحول پیدا کر سکے

() ماحول کو اخلاقی طور پر پاکیزہ بنائے

() کارکنوں کی بہتر طور پر دل جوئی کر سکے

() کارکردگی میں اضافہ کر سکے

() باہمی احترام کی برکات سے استفادہ کر سکے

() بچوں کے حقوق بیان کر سکے

() عورتوں کے حقوق کی پاسداری کر سکے

() بزرگ شہریوں کے حقوق کا خیال رکھ سکے

() مخنث حضرات کے حقوق جان سکے اور ان کے حقوق کی پاسداری کر کے انہیں معاشرے کا ایک مفید فرد بنایا جا سکے

CBEC-312 CROSS-BORDER E-COMMERCE PROMOTION

Total Contact Hours

Theory	32 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**1**	**3**	**2**

AIMS: Through this course, students will fully master the knowledge and skills required for cross-border e-commerce promotion on the Amazon. They will be proficient in using platform promotion tools for product promotion, data analysis, and ad optimization, effectively increasing product exposure and conversion rates on Amazon. Additionally, the course will cultivate students' market insight and marketing strategy development abilities, providing a solid theoretical and practical foundation for future work in cross-border e-commerce promotion on the Amazon platform.

COURSE CONTENTS

1. OVERVIEW OF AMAZON PROMOTION 4 Hrs

1.1 Meaning and role of Amazon promotion

1.2 How Amazon search engine works

1.3 Main types of Amazon ads

1.4 AI-based and dynamic bidding strategies

2. AMAZON SEO PROMOTION 6 Hrs

2.1 Meaning of Amazon SEO promotion

2.2 Amazon algorithm and its ranking mechanism

2.3 Amazon title optimization methods

2.4 Product description and A+ Content optimization

2.5 Overall store SEO optimization methods

3. AMAZON PRODUCT PROMOTION 6 Hrs

3.1 Meaning of product promotion ads

3.2 Types of product promotion ads

3.3 Automated and AI-driven bidding strategies

3.4 Advertising positions for product promotion ads

4. AMAZON BRAND PROMOTION 6 Hrs

4.1 Meaning of brand promotion

4.2 Video and storytelling-based brand promotion

4.3 Brand promotion ad positions

4.4 Brand promotion ad placement strategies

4.5 Brand promotion ad setup process

5. AMAZON DISPLAY ADVERTISING 6 Hrs

5.1 Meaning of display advertising

5.2 Display ad positions and retargeting options

5.3 Display ad placement methods

5.4 AI-driven targeting and personalization strategies

5.5 Role of Amazon display ads promotion

6. AMAZON PROMOTION DATA ANALYSIS AND OPTIMIZATION 4 Hrs

6.1 Amazon promotion data collection channels

6.2 Amazon promotion data indicators

6.3 Dimensions for analyzing Amazon promotion effectiveness

6.4 Methods for optimizing Amazon promotion effectiveness

BOOKS RECOMMENDED

- **"The Amazon Jungle: The Truth About Amazon, The Seller's Survival Guide for Thriving on the World's Most Perilous E-Commerce Marketplace"** — Jason R. Boyce & Rick Cesari
- **"Mastering Amazon Ads: An Authoritative Guide to Advertising on Amazon**" — Brian Meert
- **"Amazon Selling Blueprint: How to Find and Launch Your First Private-Label Product on Amazon in 90 Days or Less"** — Scott Voelker

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF AMAZON PROMOTION

1.1 Understand the meaning and role of Amazon promotion

1.2 Learn about the methods of Amazon promotion, including Sponsored Products, Sponsored Brands, Sponsored Display, and Amazon DSP campaigns

1.3 Understand how the Amazon search engine works

1.4 Learn about the main types of Amazon ads, including video ads, influencer collaborations, and off-Amazon marketing integrations (social, Google Ads)

1.5 Analysis of Amazon advertising bidding strategies

2. AMAZON SEO PROMOTION

2.1 Understand the meaning of Amazon SEO promotion

2.2 Familiarize yourself with Amazon's algorithm and how it works

2.3 Learn about the composition of Amazon Listings

2.4 Explain methods of product title optimization

2.5 Outline store-level SEO optimization methods

3. AMAZON PRODUCT PROMOTION

3.1 Familiarize yourself with the meaning of product promotion ads

3.2 Discuss the types of product promotion ads — Sponsored Products, Sponsored Display, and video ads

3.3 Describe the setup process for product promotion ads

3.4 Analyze bidding strategies for product promotion ads, including dynamic bidding and rule-based automation

3.5 Outline of product promotion ad placements across Amazon

4. AMAZON BRAND PROMOTION

4.1 Understand the meaning of brand promotion

4.2 Familiarize yourself with the role of brand promotion in building brand awareness, customer loyalty, and long-term ROI

4.3 Describe different forms of brand promotion

4.4 Familiarize yourself with the brand promotion ad placement, including storefront banners, video placements, and Sponsored Brands headline search ads

4.5 Describe the process of setting up brand promotion ads

4.6 Analyze brand promotion ad placement strategies using AI-based targeting, audience segmentation, and remarketing techniques

5. AMAZON DISPLAY ADVERTISING

5.1 Understand the meaning of display advertising and Amazon DSP (Demand-Side Platform)

5.2 Describe major display ad placement positions

5.3 Discuss methods of placing display ads

5.4 Analyze of advance display ad strategies (retargeting, lookalike audiences, and multi-channel tracking)

5.5 Explain the role of Amazon display advertisting in brand awareness, conversion funnel management, and customer lifecycle marketing

6. AMAZON PROMOTION DATA ANALYSIS AND OPTIMIZATION

6.1 Familiarize yourself with Amazon advertising reports including Campaign Manager, Brand Analytics, and Amazon Marketing Cloud (AMC)

6.2 Explain key Amazon promotion performance indicators

6.3 Discuss methods for analyzing Amazon promotion effectiveness

6.4 Analyze optimization techniques for improving Amazon promotion performance

LIST OF PRACTICALS **96 Hrs**

1. Optimize Amazon product titles for improved search visibility
2. Refine Amazon product short descriptions for clarity and engagement
3. Enhance Amazon product long descriptions using SEO-driven strategies
4. Improve Amazon product images according to Amazon guidelines
5. Perform complete Amazon store optimization for enhanced user experience
6. Set up and manage AI-assisted Amazon ad campaigns

Case Study: *Amazon Ads Case Study – Logitech Automation Success (Case Study:*

https://bit.ly/ai-amazon-ads-case)

7. Optimize Amazon PPC campaigns using analytical performance insights
8. Configure Amazon DSP advertising and track campaign performance

Case Study: *Amazon DSP Case Study – Philips Retargeting Strategy (Case Study: https://bit.ly/amazon-dsp-case)*

9. Create and manage Sponsored Brand & Sponsored Display campaigns
10. Customize Amazon Storefront with A+ Content and Brand Story

Case Study: *A+ Content Impact – Johnson & Johnson Brand Story Upgrade (Case Study: https://bit.ly/amazon-sponsored-case)*

11. **Develop** influencer collaboration and affiliate marketing strategies
12. Produce and optimize video content for Amazon listings

Case Study: *Video Ads Case Study – Samsung Conversion Boost (Case Study: https://bit.ly/amazon-video-case)*

13. Monitor Amazon display ad performance using Brand Analytics
14. Generate and interpret Amazon advertising reports for decision-making
15. Analyze conversion rate data and adjust campaigns for higher ROI
16. Apply advanced optimization techniques using Amazon Marketing Stream & machine learning tools

Case Study: *Machine Learning Optimization – Nivea Smart Targeting (Case Study: https://bit.ly/amazon-ml-case)*

CBEC-322 OVERSEAS SOCIAL MEDIA MARKETING

Total Contact Hours

Theory	32 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**1**	**3**	**2**

AIMS: This course covers the fundamental knowledge of overseas social media platforms, platform characteristics and operations, market positioning, audience analysis, and strategy formulation. Students will learn how to efficiently create and manage accounts on platforms such as Facebook, Twitter, LinkedIn, YouTube, TikTok, and Instagram. They will master content creation, community management, and advertising techniques. The course also emphasizes the importance of data analysis, enabling students to evaluate the effectiveness of marketing activities and make optimization suggestions. Through this course, students will be able to flexibly use social media tools and be equipped with the ability to conduct effective marketing activities in the global market.

COURSE CONTENTS

1. OVERVIEW OF OVERSEAS SOCIAL MEDIA MARKETING 4 Hrs

1.1 Basics of overseas social media marketing

1.2 Trends and emerging overseas social media platforms

1.3 Positioning of overseas social media marketing

1.4 AI-based and data-driven strategies for overseas social media marketing

2. FACEBOOK MARKETING 6 Hrs

2.1 Facebook platform awareness

2.2 Facebook account and page setup

2.3 Creating a Facebook public page

2.4 Audience analysis and targeting on Facebook

2.5 Facebook content marketing and community management

2.6 Facebook ad placement and management

3. TWITTER MARKETING 4 Hrs

3.1 Twitter platform awareness

3.2 Twitter account setup and management

3.3 Content creation and posting on Twitter

3.4 Twitter ad placement and management

4. LINKEDIN MARKETING 4 Hrs

4.1 LinkedIn platform awareness

4.2 LinkedIn account setup

4.3 LinkedIn company page management

4.4 Expanding and maintaining LinkedIn connections

4.5 LinkedIn content marketing

4.6 LinkedIn advertising

4.7 LinkedIn data analysis and optimization

5. YOUTUBE MARKETING 6 Hrs

5.1 YouTube platform awareness

5.2 Creating and setting up a YouTube account

5.3 YouTube Shorts and AI-assisted video content optimization

5.4 YouTube channel operation and promotion

5.5 YouTube Ads, influencer collaborations, and brand integration

5.6 YouTube data analysis and optimization

6. TIKTOK MARKETING 4 Hrs

6.1 TikTok platform awareness

6.2 TikTok account registration and setup

6.3 Content creation and posting on TikTok

6.4 TikTok advertising

6.5 TikTok data analysis and optimization

7. INSTAGRAM MARKETING 4 Hrs

7.1 Instagram platform awareness

7.2 Instagram account registration and setup

7.3 Content creation and posting on Instagram

7.4 Instagram influencer and creator marketing strategie

7.5 Instagram stories and live streaming marketing

7.6 Instagram Ads and Meta-integrated campaign management

7.7 Instagram data analysis and optimization

BOOKS RECOMMENDED

- **"The Art of Social Media: Power Tips for Power Users**" — Guy Kawasaki & Peg Fitzpatrick
- **"Social Media Marketing Workbook: How to Use Social Media for Business"** — Jason McDonald
- **"Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques" —** Marty Weintraub

CBEC-322 OVERSEAS SOCIAL MEDIA MARKETING

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF OVERSEAS SOCIAL MEDIA MARKETING

1.1 Explain the basic concepts of overseas social media marketing

1.2 Discuss Trends and emerging overseas social media platforms (TikTok, Threads, X, LinkedIn, etc.)

1.3 Analyze methods of social media marketing positioning

1.4 Examine AI-driven and data-based strategies for overseas social media marketing

2. FACEBOOK MARKETING

2.1 Explain the functionality layout and user interface of the Facebook platform

2.2 Discuss the setup process for personal accounts and business pages

2.3 Analyze the steps for creating a public page

2.4 Explain methods for audience analysis and targeting

2.5 Discuss content marketing strategies

2.6 Describe Facebook Reels, Groups, and community engagement strategies

3. TWITTER MARKETING

3.1 Explain the uniqueness of X (formerly Twitter) and its real-time communication features

3.2 Discuss the basic setup and daily maintenance of a Twitter account

3.3 Analyze content creation skills for X, including Spaces, Communities, and multimedia posts

3.4 Examine strategies for Twitter advertising

4. LINKEDIN MARKETING

4.1 Explain the characteristics of LinkedIn as a professional social network

4.2 Discuss the process of setting up personal or business LinkedIn accounts

4.3 Analyze the management of company LinkedIn pages

4.4 Examine skills in building and maintaining a professional network

4.5 Discuss content marketing strategies on LinkedIn

4.6 Describe skills for designing and implementing LinkedIn advertising campaigns

4.7 Explain the use of LinkedIn analytics and AI insights to improve marketing strategies

5. YOUTUBE MARKETING

5.1 Explain the role and importance of the YouTube platform

5.2 Discuss the process of creating and configuring a YouTube channel

5.3 Analyze methods for planning and producing short-form and long-form marketing videos

5.4 Examine techniques for channel management and increasing subscribers and views

5.5 Describe planning advertising campaigns using YouTube Studio and Google Ads integration

5.6 Explain data analysis and optimization techniques

6. TIKTOK MARKETING

6.1 Explain the TikTok platform and its role in popular culture

6.2 Discuss the steps to create and optimize a TikTok account

6.3 Analyze creation of marketing short videos suitable for TikTok

6.4 Explain the process of using TikTok advertising products to promote a brand or product

6.5 Discuss the use of TikTok Analytics and Creator Center data tools to assess marketing effectiveness

7. INSTAGRAM MARKETING

7.1 Explain Instagram's visual-oriented characteristics and main usage methods

7.2 Discuss the process of creating and configuring an Instagram business account

7.3 Analyze techniques for developing attractive visual content strategies

7.4 Examine methods for collaborating with KOLs (Key Opinion Leaders) to expand brand influence

7.5 Discuss skills for enhancing engagement using Instagram Stories and Live features

7.6 Describe skills for using Instagram's advertising tools to run ad campaigns

7.7 Explain methods and optimization techniques for Instagram data analysis

CBEC-322 OVERSEAS SOCIAL MEDIA MARKETING

LIST OF PRACTICALS **96 Hrs**

1. Create a Facebook account
2. Set up a Facebook brand public page
3. Publish promotional posts on Facebook
4. Create, manage, and analyze Facebook campaigns using Ads Manager

   (Case Study: "BMW – 42% Lower Cost per Lead with Meta Ads" — https://www.facebook.com/business/success/bmw-ksa)

5. Create a Twitter (X) account
6. Write and publish tweets effectively
7. Run and analyze promoted tweets and campaign performance using Twitter Ads

   (Case Study: "Nespresso – Boosting Engagement with Twitter Ads" — https://business.twitter.com/en/success-stories/nespresso.html)

8. Create a LinkedIn account
9. Create and optimize a LinkedIn company page
10. Post industry-related articles on LinkedIn

    (Case Study: "Adobe – 79% Higher Engagement on LinkedIn Content Strategy" — https://business.linkedin.com/marketing-solutions/case-studies/adobe)

11. Create a YouTube account
12. Develop a YouTube content marketing strategy, **optimize** videos for SEO, and **report** analytics

    (Case Study: "Sephora – YouTube Video Advertising Driving Awareness" — https://www.thinkwithgoogle.com/intl/en-me/marketing-strategies/video/sephora-youtube-case-study/)

13. Create a TikTok account
14. Produce TikTok short-form video content and **optimize** engagement
15. Manage and analyze TikTok ad campaigns using performance data

    (Case Study: "Guess – #InMyDenim TikTok Campaign Success" — https://www.tiktok.com/business/en/inspiration/guess)

16. Create an Instagram account
17. Design an Instagram content marketing strategy, **create** reels, and **schedule**

posts

18. Analyze Instagram ad campaign performance

CBEC-332 INTERNATIONAL SEARCH ENGINE MARKETING

Total Contact Hours

Theory	32 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**1**	**3**	**2**

AIMS: Through this course, students will comprehensively master the fundamental principles, strategies, and practical skills of international search engine marketing. By completing a series of project tasks based on real market environments, students will enhance their abilities in market analysis, keyword optimization, advertising placement, data analysis, and cross-cultural communication. This course provides a solid practical foundation for students to engage in online marketing work in a global business context.

COURSE CONTENTS

1. INTERNATIONAL SEARCH ENGINE MARKETING OVERVIEW 4 Hrs

1.1 Development, market share, and characteristics of major global search engines

1.2 The meaning and role of international search engine marketing

1.3 Relevant laws and regulations in international search engine marketing

1.4 Legal and ethical frameworks (GDPR, CCPA, and international advertising standards)

1.5 Emerging trends: voice search, AI search, and visual search

2. TARGET KEYWORD MINING AND STRATEGY FORMULATION 6 Hrs

2.1 Methods for mining target market keywords

2.2 Keyword matching methods

2.3 Keyword bidding and cost management strategies

2.4 Keyword analysis metrics

2.5 Keyword optimization strategies

3. INTERNATIONAL SEARCH ENGINE OPTIMIZATION 8 Hrs

3.1 The meaning of search engine optimization (SEO)

3.2 Search engine ranking rules

3.3 Content of search engine optimization

3.4 Methods for search engine optimization

3.5 Methods for testing SEO effectiveness

4. INTERNATIONAL SEARCH ENGINE ADVERTISING 8 Hrs

4.1 Features of search engine advertising platforms

4.2 Planning of search engine ad content

4.3 Process of search engine ad placement

4.4 Metrics for analyzing search engine ad performance

4.5 Strategies for optimizing search engine ads

4.6 A/B testing and dynamic ad personalization

5. INTERNATIONAL SEARCH ENGINE INTEGRATED MARKETING 6 Hrs

5.1 Developing cross-border localization strategies for SEO and SEM

5.2 Content of target market analysis

5.3 Process for localizing website and ad content

5.4 Methods for selecting social media platforms

5.5 Formulation and execution of content marketing strategies

5.6 Evaluation methods for integrated marketing effectiveness

5.7 Strategies for optimizing integrated marketing effectiveness

BOOKS RECOMMENDED

- **"SEO 2025:** Learn Search Engine Optimization with Smart Internet Marketing Strategies" — Adam Clarke
- **"Ultimate Guide to Google Ads**" — Perry Marshall, Mike Rhodes & Bryan Todd
- **"International Digital Marketing: Strategy and Theory"** — Mary Lou Roberts & Debra Zahay

CBEC-332 INTERNATIONAL SEARCH ENGINE MARKETING

INSTRUCTIONAL OBJECTIVES

1. INTERNATIONAL SEARCH ENGINE MARKETING OVERVIEW

1.1 Describe the development history, market share, and characteristics of major global search engines

1.2 Discuss the meaning and role of international search engine marketing

1.3 Explain relevant laws and regulations in international search engine marketing

1.4 Describe data monitoring metrics for international search engine marketing

1.5 Analyze emerging search trends, including voice search, AI-driven search, and visual search, and their impact on digital marketing strategies

2. TARGET KEYWORD MINING AND STRATEGY FORMULATION

2.1 Describe methods for mining target market keywords

2.2 Explain keyword matching methods

2.3 Analyze keyword cost management bidding strategies

2.4 Discuss keyword analysis metrics

2.5 Explain keyword optimization strategies

3. INTERNATIONAL SEARCH ENGINE OPTIMIZATION

3.1 Define the meaning of search engine optimization (SEO)

3.2 Describe search engine ranking rules

3.3 Discuss the content of search engine optimization

3.4 Explain methods for search engine optimization

3.5 Describe methods for testing SEO effectiveness

4. INTERNATIONAL SEARCH ENGINE ADVERTISING

4.1 Describe characteristics of search engine advertising platforms

4.2 Explain the structure of digital advertising campaigns, including campaigns, ad groups, and creative assets.

4.3 Discuss the search engine ad placement process

4.4 Explain metrics for analyzing search engine ad performance

4.5 Analyze strategies for optimizing search engine ads

4.6 Explain A/B testing and dynamic ad personalization techniques to optimize campaign performance.

5. INTERNATIONAL SEARCH ENGINE INTEGRATED MARKETING

5.1 Analyze strategies for localizing SEO and SEM campaigns to effectively target international markets

5.2 Explain the content of target market analysis

5.3 Explain process of localizing website and ad content

5.4 Describe methods for selecting social media platforms

5.5 Discuss the formulation and execution of content marketing strategies

5.6 Explain methods for evaluating integrated marketing effectiveness

5.7 Describe strategies for optimizing integrated marketing effectiveness

CBEC-332 INTERNATIONAL SEARCH ENGINE MARKETING

LIST OF PRACTICALS 96 Hrs

1. Identify and extract high-potential target-market keywords using Google Keyword Planner and SEMrush
2. Develop keyword strategies aligned with SEO and marketing goals
3. Monitor and optimize keyword performance to improve search rankings
4. Analyze and optimize website structure for better UX and search engine indexing
5. Enhance website content for SEO relevance, clarity, and effectiveness
6. Monitor and improve overall SEO performance using key analytics metrics

(Case Study: "Backlinko – SEO Traffic Growth via On-Page Optimization" — https://backlinko.com/seo-case-study)

7. Evaluate and select suitable search engine advertising platforms
8. Set up, manage, and optimize Google Search Ad campaigns

(Case Study: "Samsung – 20% Higher CTR Using Google Search Ads" — https://www.thinkwithgoogle.com/intl/en-apac/advertising-channels/search/samsung-search-ads-case-study/)

9. Design and run Google Display Ad campaigns for brand engagement

(Case Study: "L'Oréal – Display Ads Boost Awareness with Google Audiences" — https://www.thinkwithgoogle.com/intl/en-apac/advertising-channels/display/lo-real-case-study/)

10. Create and manage Google Shopping Ad campaigns to promote products

(Case Study: "Target – 43% Lift in Sales with Smart Shopping Campaigns" — https://www.thinkwithgoogle.com/marketing-strategies/search/target-smart-shopping-campaigns/)

11. Track and optimize international search engine ad performance across global markets
12. Develop localization marketing strategies tailored to cultural and regional needs
13. Integrate social media and content marketing to enhance brand visibility
14. Evaluate and optimize cross-channel marketing performance for improved ROI

(Case Study: "Nike – Cross-Channel Optimization Improves Conversions" —

https://www.thinkwithgoogle.com/intl/en-apac/consumer-insights/consumer-trends/nike-digital-strategy-case-study/)

CBEC-343 CROSS-BORDER E-COMMERCE LIVE STREAMING OPERATIONS

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	192 Hrs	**1**	**6**	**3**

AIMS: This course covers the fundamentals of cross-border e-commerce live streaming, including planning, preparation, execution, review, and compliance and risk management. By completing this course, students will gain a deep understanding of the basic concepts and industry characteristics of cross-border e-commerce live streaming. They will master the full process from planning to execution and review optimization, with an emphasis on adhering to relevant laws and regulations and managing risks. The course aims to equip students with the ability to independently plan and execute a successful cross-border e-commerce live streaming event.

COURSE CONTENTS

1. CROSS-BORDER E-COMMERCE LIVE STREAMING FUNDAMENTALS 4 Hrs

1.1 Concepts related to cross-border e-commerce live streaming

1.2 Understanding the cross-border e-commerce live streaming industry

1.3 Choosing cross-border e-commerce live streaming platforms

1.4 Technical requirements for cross-border e-commerce live streaming

1.5 Overview of audience engagement and conversion mechanisms

2. CROSS-BORDER LIVE STREAMING PLAN CREATION 6 Hrs

2.1 Planning the theme for cross-border live streaming

2.2 Designing content for cross-border live streaming

2.3 Writing scripts for cross-border live streaming

2.4 Visual and content design for global live streams

2.5 Developing a cross-border live streaming plan

3. CROSS-BORDER LIVE STREAMING PRE-BROADCAST PREPARATION 6 Hrs

3.1 Building the cross-border live streaming team

3.2 Selecting and organizing products for cross-border live streaming

3.3 Promoting and preheating for cross-border live streaming

3.4 Setting up the cross-border live streaming scene

3.5 Choosing equipment for cross-border live streaming

3.6 Designing the script for cross-border live streaming

4. CROSS-BORDER LIVE STREAMING OPERATION AND EXECUTION 6 Hrs

4.1 Designing the cross-border live streaming process

4.2 Managing user interaction in cross-border live streaming

4.3 Handling crises in cross-border live streaming

4.4 Tracking logistics for cross-border live streaming

4.5 Providing after-sales service in cross-border live streaming

5. CROSS-BORDER LIVE STREAMING REVIEW AND OPTIMIZATION 6 Hrs

5.1 Steps for reviewing cross-border live streaming

5.2 Key performance indicators for cross-border live streaming

5.3 Data analysis of cross-border live streaming

5.4 Optimizing cross-border live streaming performance

6. CROSS-BORDER LIVE STREAMING RISK MANAGEMENT 4 Hrs

6.1 Overview of cross-border live streaming laws and regulations

6.2 Compliance of live streaming content and actions

6.3 Identifying and responding to risks in cross-border live streaming

6.4 Risk prevention and control in cross-border live streaming

BOOKS RECOMMENDED

- **“Live Streaming Kit: How to Create and Monetize Live Video Content”** — Jeff Jacobs
- **“The Everything Guide to E-Commerce”** — Kim Ball
- **“Influencer Marketing for Dummies”** — Kristy Sammis & Cat Lincoln

CBEC-343 CROSS-BORDER E-COMMERCE LIVE STREAMING OPERATIONS

INSTRUCTIONAL OBJECTIVES

1. CROSS-BORDER E-COMMERCE LIVE STREAMING FUNDAMENTALS

1.1 Describe the concepts and types of cross-border e-commerce live streaming

1.2 Explain the contemporary development and industry trends in cross-border e-commerce live streaming

1.3 Discuss the characteristics and selection criteria of cross-border e-commerce live streaming platforms

1.4 Explain the technical requirements of cross-border e-commerce live streaming

1.5 Describe audience engagement and conversion mechanisms for enhancing marketing outcomes

2. CROSS-BORDER LIVE STREAMING PLAN CREATION

2.1 Explain the fundamental principles for designing cross-border live streaming themes

2.2 Discuss the core elements of cross-border live streaming content design

2.3 Describe the techniques of writing scripts for cross-border e-commerce live streaming

2.4 Analyze visual and content design strategies for creating engaging and effective global live streams.

2.5 Explain the systematic process for developing cross-border e-commerce live streaming plans

3. CROSS-BORDER LIVE STREAMING PRE-BROADCAST PREPARATION

3.1 Describe the structures and role distribution of cross-border live streaming teams

3.2 Explain the principles and strategies of product selection and arrangement in cross-border live streaming

3.3 Discuss the channels and methods for pre-broadcast promotion and warm up activates

3.4 Explain the theoretical basis for scene types and setup in cross- border live streaming

3.5 Discuss the categories and selection criteria for live streaming equipment

3.6 Describe the techniques for designing host and co-host scripts in live streaming

4. CROSS-BORDER LIVE STREAMING OPERATION AND EXECUTION

4.1 Describe the structural design of cross-border live streaming workflows

4.2 Explain the methods and techniques for user interaction in cross-border live streaming

4.3 Discuss the methods and techniques for handling crises in cross-border live streaming

4.4 Explain the process of choosing and tracking logistics for cross-border live streaming

4.5 Describe principles and techniques for providing after-sales service in cross-border e-commerce live streaming

4.6 Explores strategies for collaborating with influencers and Key Opinion Leaders (KOLs) to expand global marketing reach

5. CROSS-BORDER LIVE STREAMING REVIEW AND OPTIMIZATION

5.1 Explain the essential steps in reviewing cross-border live streaming practices

5.2 Discuss the significance of evaluation indicators in cross-border live streaming

5.3 Describe the methods and tools for data analysis

5.4 Explain methods and strategies for optimizing live streaming performance

5.5 Analyzes successful global live commerce campaigns to identify best practices and key success factors.

6. CROSS-BORDER LIVE STREAMING RISK MANAGEMENT

6.1 Describe the legal and regulatory framework governing cross-border live streaming

6.2 Explain compliance requirements for live streaming content and behavior

6.3 Discuss common risks and theoretical approaches to mitigation

6.4 Explain methods and strategies for risk prevention and control in global live streaming

CBEC-343 CROSS-BORDER E-COMMERCE LIVE STREAMING OPERATIONS

LIST OF PRACTICALS **192 Hrs**

1. Conduct cross-border live streaming demand analysis to research and analyze audience demand trends for identifying popular products and content themes. *(Case Study: Alibaba Global Shopping Trends – https://www.alizila.com/alibaba-releases-global-consumer-trends/)*
2. Develop cross-border live streaming themes tailored to target international audiences.
3. Plan cross-border live streaming events, including schedules, content flow, and required resources.
4. Design promotional strategies for cross-border live streaming to attract viewers and increase attendance. *(Case Study: TikTok Global Marketing Strategies – https://newsroom.tiktok.com/en-us/how-brands-are-driving-growth-on-tiktok)*
5. Write full-length live streaming scripts to ensure smooth and structured presentation.
6. Create concise single-product live streaming scripts to promote individual products effectively.
7. Select suitable products for cross-border live streaming based on demand, trends, and audience interest.
8. Organize and sequence products for effective live streaming presentation.
9. Set up the cross-border live streaming scene, including background, lighting, and essential equipment.
10. Execute pre-live warm-up activities to engage viewers and build anticipation.
11. Present products clearly and persuasively during live streaming sessions.
12. Engage with viewers through real-time interaction to increase trust and participation.
13. Respond to unexpected issues during live streams to manage crises and maintain professionalism. *(Case Study: Live Commerce Crisis Handling – https://www.prweek.com/article/1720742/lessons-live-streaming-crisis-management)*
14. Implement cross-border live streaming activities or promotional setups during live sessions.
15. Collect data on viewer behavior, engagement levels, and sales performance during live streaming events.
16. Analyze collected live streaming data to identify performance insights and emerging trends.

(Case Study: Livestream Analytics Case – https://blog.datareportal.com/live-commerce-stats)

17. Optimize cross-border live streaming performance by applying improvements based on analytical findings.
    (Case Study: Successful Live Commerce Optimization – https://www.mckinsey.com/industries/retail/our-insights/live-commerce)

CBEC-352 OVERSEAS WAREHOUSE OPERATIONS AND MANAGEMENT

Total Contact Hours

Theory	32 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**1**	**3**	**2**

AIMS: This course aims to provide students with a comprehensive understanding of the basic concepts, characteristics, and development history of overseas warehouses. It focuses on key areas such as warehouse location selection and planning, stock management, inbound and outbound operations, inventory management, order management, financial management, and operational performance management. Through a combination of theoretical study and practical operations, the course will cultivate students' cross-cultural communication skills, teamwork spirit, innovative thinking, and problem-solving abilities, laying a solid foundation for their future roles in overseas warehouse management in the cross-border e-commerce field.

COURSE CONTENTS

1. OVERVIEW OF OVERSEAS WAREHOUSE 4 Hrs

1.1 Meaning and characteristics of overseas warehouses

1.2 Operational models of overseas warehouses

1.3 Future challenges of Overseas Warehouses

2. SELECTION AND PLANNING OF OVERSEAS WAREHOUSE 4 Hrs

2.1 Factors influencing overseas warehouse location

2.2 Methods for selecting overseas warehouse locations

2.3 Principles of overseas warehouse layout design

2.4 Considerations for choosing equipment for overseas warehouses

3. STOCK MANAGEMENT OF OVERSEAS WAREHOUSE 4 Hrs

3.1 Product selection strategies for overseas warehouses

3.2 Process for listing products in overseas warehouses

3.3 Stock preparation process for overseas warehouses

3.4 Methods of shipping goods

4. INBOUND AND OUTBOUND MANAGEMENT OF OVERSEAS WAREHOUSE 4 Hrs

4.1 Inbound and outbound processes

4.2 Key points in inbound and outbound operations

4.3 Standards for receiving goods in overseas warehouses

4.4 Pain points in inbound and outbound operations

4.5 Common Operational Challenges

5. INVENTORY MANAGEMENT OF OVERSEAS WAREHOUSES 4 Hrs

5.1 Methods for inventory classification

5.2 Indicators for inventory health diagnosis

5.3 Replenishment strategies

5.4 Methods for inventory control

6. ORDER MANAGEMENT IN OVERSEAS WAREHOUSES 4 Hrs

6.1 Order processing flow

6.2 Methods for managing returns and exchanges

6.3 Common reasons for order cut-offs

6.4 Conditions for splitting and merging orders

6.5 Order Prioritization and Scheduling

6.6 Tracking and Communication with Customers

7. FINANCIAL MANAGEMENT OF OVERSEAS WAREHOUSES 4 Hrs

7.1 Composition of operating costs for overseas warehouses

7.2 Methods for cost accounting in overseas warehouses

7.3 Methods for revenue accounting in overseas warehouses

7.4 Strategies for discounts, bulk orders, or premium services

7.5 Cost Optimization Strategies

8. PERFORMANCE MANAGEMENT OF OVERSEAS WAREHOUSE OPERATIONS 4 Hrs

8.1 Operational data indicators for overseas warehouses

8.2 Methods for performance evaluation of overseas warehouses

8.3 Measures for improving operational performance of overseas warehouses

BOOKS RECOMMENDED

- **"Warehouse & Distribution Science"** — John Bartholdi & Steven Hackman
- **"The Everything Store: Jeff Bezos and the Age of Amazon"** — Brad Stone *(for understanding e-commerce and global fulfillment strategies)*
- **"Global Logistics and Supply Chain Management"** — John Mangan, Chandra Lalwani

CBEC-352 OVERSEAS WAREHOUSE OPERATIONS AND MANAGEMENT

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF OVERSEAS WAREHOUSES

1.1 Understand the development history and current status of overseas warehouses

1.2 List different types of overseas warehouses and their characteristics

1.3 Elaborate the important role of overseas warehouses in cross-border e-commerce

1.4 Explain the future challenges of Overseas Warehouses

2. SELECTION AND PLANNING OF OVERSEAS WAREHOUSES

2.1 Interpret the main factors affecting overseas warehouse location

2.2 Explain methods for selecting overseas warehouse locations

2.3 Elaborate the basic principles of overseas warehouse planning and layout

2.4 Understand the key points for choosing equipment for overseas warehouses

3. STOCK MANAGEMENT IN OVERSEAS WAREHOUSES

3.1 Elaborate methods for product selection in overseas warehouses

3.2 Explain the process of listing products in overseas warehouses

3.3 Interpret methods for packing goods in overseas warehouses

3.4 Explain methods for shipping goods from overseas warehouses

4. INBOUND AND OUTBOUND MANAGEMENT IN OVERSEAS WAREHOUSES

4.1 Describe the process and operations of inbound goods

4.2 Explain the process and operations of outbound goods

4.3 Interpret the standards for goods acceptance during inbound processes

4.4 Interpret key points for inbound and outbound operations

4.5 List All common Operational Challenges

5. INVENTORY MANAGEMENT IN OVERSEAS WAREHOUSES

5.1 Understand methods for inventory query in overseas warehouses

5.2 Explain the standards for inventory health diagnosis

5.3 Elaborate replenishment warning and replenishment strategies

5.4 Interpret methods for inventory classification and management

5.5 Explain the method for calculating inventory turnover rate

6. ORDER MANAGEMENT IN OVERSEAS WAREHOUSES

6.1 Explain the overseas warehouse order processing flow

6.2 Elaborate order splitting and merging methods

6.3 Explain the process and methods for returns and exchanges

6.4 Explain Order Prioritization and Scheduling

6.5 Explain Tracking and Communication with Customers

7. FINANCIAL MANAGEMENT IN OVERSEAS WAREHOUSES

7.1 Understand the main content of financial accounting in overseas warehouses

7.2 Explain methods for cost accounting and revenue accounting

7.3 Elaborate techniques for analyzing financial statements of overseas warehouses

8. PERFORMANCE MANAGEMENT OF OVERSEAS WAREHOUSE OPERATIONS

8.1 Explain the indicator system for evaluating overseas warehouse operational performance

8.2 Elaborate methods for performance evaluation of overseas warehouses

8.3 Outline all measures for improving overseas warehouse operational performance

CBEC-352 OVERSEAS WAREHOUSE OPERATIONS AND MANAGEMENT

LIST OF PRACTICALS **96 Hrs**

1. Perform overseas warehouse site selection and planning
2. Design overseas warehouse layout
3. Select products for overseas warehouses
4. Manage product listing in overseas warehouses
5. Manage goods shipping from overseas warehouses
6. Manage Inbound and outbound goods management in overseas warehouses
7. Manage Real-time inventory query in overseas warehouses
8. Classify Inventory in overseas warehouses
9. Manage Product replenishment in overseas warehouses
10. Diagnose Inventory health in overseas warehouses
11. Manage Order splitting and merging in overseas warehouses
12. Manage Order shipping processing in overseas warehouses
13. Manage Returns and exchanges handling in overseas warehouses
14. Manage Cost-benefit analysis of overseas warehouses
15. Build operational performance indicator system for overseas warehouses
16. Perform evaluation of overseas warehouse operations

CBEC-362 DATA-DRIVEN OPERATIONS IN CROSS-BORDER E-COMMERCE

Total Contact Hours

Theory	32 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**1**	**3**	**2**

AIMS: Through this course, students will fully master the core theories and practical skills of data-driven operations in cross-border e-commerce. They will become proficient in using data analysis tools to deeply mine and analyze operational data from cross-border e-commerce stores. This will allow them to optimize product strategies, marketing strategies, and operational strategies, improving store operational efficiency and profitability. The course will provide a solid theoretical and practical foundation for students' future work in data-driven operations within the cross-border e-commerce industry.

COURSE CONTENTS

1. DATA-DRIVEN OPERATION PLANNING 4Hrs

1.1 Meaning of data-driven operations in cross-border e-commerce

1.2 Importance of data-driven operations in cross-border e-commerce

1.3 Methods for target market positioning

1.4 Methods for developing data-driven operation strategies

2. DATA-DRIVEN VISUAL OPTIMIZATION 6Hrs

2.1 Methods for analyzing user browsing behavior

2.2 Common heat-map tools

2.3 Methods for optimizing store homepages

2.4 Methods for optimizing product detail pages

2.5 Techniques for optimizing product short videos

3. DATA-DRIVEN PRODUCT OPERATIONS 6Hrs

3.1 Product data metrics

3.2 Key points for product category analysis

3.3 Methods for data-driven product selection analysis

3.4 Methods for product pricing

4. DATA-DRIVEN MARKETING AND PROMOTION 6Hrs

4.1 Classification of marketing and promotion channels

4.2 Methods for collecting on-site traffic conversion data

4.3 Precautions for off-site data-driven marketing and promotion

5. DATA-DRIVEN CUSTOMER MANAGEMENT 6Hrs

5.1 User profile tags

5.2 Methods for constructing user profiles

5.3 Methods for customer value analysis

5.4 Principles for implementing customer relationship marketing

6. OPERATIONAL PERFORMANCE ANALYSIS AND OPTIMIZATION 10 Hrs

6.1 Metrics for evaluating data-driven operational performance

6.2 Methods for diagnosing data-driven operational problems

6.3 Methods for optimizing data-driven operations

7. Overview of Digital Tools Used in Data-Driven Operations 4Hrs

7.1 Introduction to basic e-commerce operation tools

7.2 Importance of digital tools for small cross border ecommerce sellers

7.3 Comparison of free vs. paid tools suitable for students

BOOKS RECOMMENDED

- *Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know* — Mark Jeffery
- *Practical Data Analysis* — Hector Cuesta

CBEC-362 DATA-DRIVEN OPERATIONS IN CROSS-BORDER E-COMMERCE

INSTRUCTIONAL OBJECTIVES

1. DATA-DRIVEN OPERATION PLANNING

1.1 Explain the meaning of data-driven operations in cross-border e-commerce

1.2 Discuss the core components of data-driven operations in cross-border e-commerce

1.3 Explain the methods used for data-driven operation target market positioning

1.4 Describe the types of data-driven operation strategies

1.5 Explain the methods for developing data-driven operation strategies

1.6 Discuss the use of Google Analytics and explain the interpretation of Meta Insights for social media performance

2. DATA-DRIVEN VISUAL OPTIMIZATION

2.1 Explain the methods for analyzing user browsing behavior

2.2 Describe common heatmap tools

2.3 Explain theoretical methods for optimizing store homepages

2.4 Explain the methods for optimizing product detail pages

2.5 Describe techniques for optimizing product short videos

3. DATA-DRIVEN PRODUCT OPERATIONS

3.1 Describe key product operation data metrics

3.2 Explain essential points for product category analysis

3.3 Discuss methods for data-driven product selection analysis

3.4 Explain the methods for product pricing

4. DATA-DRIVEN MARKETING AND PROMOTION

4.1 Describe the classification of marketing and promotion channels

4.2 Explain the methods for collecting on-site traffic conversion data

4.3 Discuss precautions for off-site data-driven marketing and promotion

4.4 Explain the interpretation of advertising metrics and discuss methods for optimizing campaigns for local and international audiences

5. DATA-DRIVEN CUSTOMER MANAGEMENT

5.1 Describe user profile tags

5.2 Explain the methods for constructing user profiles

5.3 Discuss methods for customer value analysis

5.4 Explain the methods for customer relationship marketing

5.5 Describe the use of Daraz Chat Tools and explain basic CRM systems for tracking customer interactions

6. OPERATIONAL PERFORMANCE ANALYSIS AND OPTIMIZATION

6.1 Describe data-driven operational performance evaluation metrics

6.2 Explain the methods for diagnosing data-driven operational problems

6.3 Discuss methods for optimizing data-driven operations

7. OVERVIEW OF DIGITAL TOOLS USED IN DATA-DRIVEN OPERATIONS

7.1 Describe basic e-commerce operation tools commonly used in cross-border selling

7.2 Explain the importance of digital tools for small cross-border e-commerce sellers

7.3 Compare and evaluate free vs. paid digital tools suitable for students and beginners

CBEC-362 DATA-DRIVEN OPERATIONS IN CROSS-BORDER E-COMERCE

LIST OF PRACTICALS 96 Hrs

1. Conduct data-driven operation target market positioning to identify suitable audience segments.
2. Formulate data-driven operation strategies based on market insights and performance indicators.
3. Optimize the store homepage layout and banner to enhance user experience and engagement.
4. Refine the store homepage banner to improve visual appeal and click-through performance.
5. Improve main product images and product descriptions on product detail pages to boost conversions.
   (Case Study: Amazon Product Page Optimization – https://sellercentral.amazon.com/gp/help/external/200386300)
6. Enhance product descriptions on detail pages for clarity, SEO ranking, and customer understanding.
7. Edit and optimize product short videos to increase viewer engagement and purchase intent.
   (Case Study: TikTok Product Video Best Practices – https://newsroom.tiktok.com/en-us/creative-best-practices)
8. Plan product categories and perform selection analysis to align offerings with customer demand.
9. Analyze product selection using data-driven methods to identify high-potential items.
   (Case Study: Alibaba Product Selection Strategy – https://www.alizila.com/alibaba-guides-merchants-product-strategy/)
10. Select appropriate marketing and promotion channels based on target audience behavior.
11. Implement data-driven marketing promotions to maximize reach and campaign effectiveness.
12. Construct customer profiles and perform value analysis and segmentation to support targeted marketing.
    (Case Study: McKinsey Customer Segmentation Insights – https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/modern-customer-segmentation)
13. Execute customer relationship marketing activities to strengthen long-term customer engagement.
14. Build a data-driven operational performance evaluation system to monitor overall efficiency.

15. Evaluate operational performance using data-driven metrics and analytical tools.
16. Diagnose data-driven operational problems to identify root causes and improvement areas.
    (Case Study: Shopify Store Performance Diagnostics – https://www.shopify.com/blog/store-audit)
17. Optimize data-driven operations by applying insights and corrective strategies to improve outcomes

CBEC-373 CROSS-BORDER SUPPLY CHAIN MANAGEMENT

Total Contact Hours

Theory	64 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**2**	**3**	**3**

AIMS: This course focuses on the workflows of cross-border supply chain management, covering the essential aspects of cross-border supply chains including market demand analysis, procurement management, logistics management, customs clearance management, overseas warehouse operations, risk control, and performance evaluation. The course aims to develop students' ability to manage supply chains effectively in the context of global trade. Students will gain the skills to master the entire process from supply chain planning to execution, optimize supply chain processes, reduce operating costs, improve response times and service quality, while also effectively identifying and managing risks within the supply chain to ensure its stability and efficiency.

COURSE CONTENTS

1. INTRODUCTION TO CROSS-BORDER SUPPLY CHAIN MANAGEMENT 8 Hrs

1.1. Meaning and importance of cross-border supply chain

1.2. Key Characteristics and Challenges in cross-border supply chain

1.3. Cross-border supply chain management process

1.4. Types of cross-border supply chain Enterprises

1.5. Real-Life Cases of Cross-Border Trade

1.6. Key Stakeholders and Network Nodes

1.7. Roles and Job responsibilities of Supply Chain Managers

2. MARKET DEMAND ANALYSIS IN CROSS-BORDER SUPPLY CHAIN 8 Hrs

2.1 Meaning and Purpose of Market Research

2.2 Methods of Market Research

2.3 Data Collection and Analysis Techniques

2.4 Market Forecasting Methods

2.5 Factors Affecting Market Forecast Accuracy

3. DIGITAL PROCUREMENT MANAGEMENT 8 Hrs

3.1 Content of procurement demand analysis

3.2 Basis for formulating procurement plans

3.3 Process of supplier development

3.4 Supplier classification dimensions

4. CROSS-BORDER LOGISTICS MANAGEMENT 8 Hrs

4.1 Overview of Logistics in International Trade

4.2 Common cross-border logistics methods

4.3 Methods of calculating logistics costs

4.4 Method of calculating full container load (FCL) shipping costs

4.5 Method of calculating air freight costs

4.6 Operational procedures for different shipping methods

5. DIGITAL CUSTOMS CLEARANCE MANAGEMENT 8 Hrs

5.1 Overview of Customs and Customs Procedures

5.2 Customs Clearance Process for Imports and Exports

5.3 Import and Export Workflow

5.4 Key Trade Documents and documentation process

5.5 Customs Duties and Taxes

5.6 Cross-Border E-Commerce Customs Supervision Models

5.7 Cross-border e-commerce import customs clearance process

5.8 Methods for calculating cross-border e-commerce import taxes

5.9 Methods for calculating export tax refunds

6. DIGITAL OVERSEAS WAREHOUSE MANAGEMENT 8 Hrs

6.1 Functions and Importance of Overseas Warehouses

6.2 Methods of data Collection and Research for Warehouse Planning

6.3 Factors in selecting stocking products

6.4 Types of Inventory and Inventory Control Methods

6.5 Principles for overseas warehouse order processing

6.6 Considerations for overseas warehouse returns and exchanges

6.7 Composition of overseas warehouse costs

7. RISK MANAGEMENT IN CROSS-BORDER SUPPLY CHAIN 8 Hrs

7.1 Introduction to Supply Chain Risks

7.2 Types of cross-border supply chain risks

7.3 Risk Identification Methods and analysis

7.4 Risk Assessment and Prioritization techniques

7.5 Preventive measures for cross-border supply chain risks

7.6 Sustainability and Global Standards in Risk Management

8. CROSS-BORDER SUPPLY CHAIN PERFORMANCE MANAGEMENT 8 Hrs

8.1 Introduction to Supply Chain Performance

8.2 Objectives of Performance Evaluation

8.3 Key Performance Indicators (KPIs) in Supply Chain

8.4 Framework for Building Performance Measurement Systems

8.5 Digital Tools for Performance Monitoring

8.6 Global Standards and Benchmarking

8.7 Continuous Improvement in Cross-Border Supply Chains

BOOKS RECOMMENDED

- ***Global Logistics and Supply Chain Management*** — John Mangan, Chandra Lalwani, Tim Butcher
- ***Introduction to Logistics Systems Management*** — Gianpaolo Ghiani, Gilbert Laporte, Roberto Musmanno
- ***Supply Chain Risk Management: An Emerging*** *Discipline* — Gregory L. Schlegel, Robert J. Trent

CBEC-373 CROSS-BORDER SUPPLY CHAIN MANAGEMENT

INSTRUCTIONAL OBJECTIVES

1. CROSS-BORDER SUPPLY CHAIN MANAGEMENT AWARENESS

1.1. Define the meaning and importance of cross-border supply chain

1.2. Explain the key Characteristics and Challenges in cross-border supply chain

1.3. Elaborate the cross-border supply chain management process

1.4. Explain the major types of cross-border supply chain Enterprises

1.5. Real-Life Cases of Cross-Border Trade

1.6. Identify different key Stakeholders and Network Nodes

1.7. Interpret different Roles and Job responsibilities of supply Chain Managers

2. CROSS-BORDER SUPPLY CHAIN MARKET DEMAND ANALYSIS

2.1 Explain the meaning and purpose of Market Research

2.2 Identify different methods of Market Research

2.3 Elaborate different Data Collection and Analysis Techniques

2.4 Explain different Market Forecasting Methods

2.5 Identify Factors Affecting Market Forecast Accuracy

3. DIGITAL PROCUREMENT MANAGEMENT

3.1 Explain methods for procurement demand analysis

3.2 Elaborate the content of procurement plans

3.3 Identify different methods for supplier development

3.4 Understand supplier evaluation metrics

4. CROSS-BORDER LOGISTICS MANAGEMENT

4.1 Explain the concept of Logistics in International Trade

4.1 Elaborate Common cross-border logistics methods

4.2 Elaborate Methods of calculating logistics costs

4.3 Explain different method of calculating full container load (FCL) shipping costs and understand calculating ocean freight costs for Less than Container Load (LCL) shipping

4.4 Explain Operational procedures for different shipping methods

5. DIGITAL CUSTOMS CLEARANCE MANAGEMENT

5.1 Explain the concept of Customs and Customs Procedures

5.2 Identify the Customs Clearance Process for Imports and Exports

5.3 Elaborate Import and Export Workflow

5.4 Elaborate Key Trade Documents and documentation process

5.5 Describe Customs Duties and Taxes

5.6 Interpret Cross-Border E-Commerce Customs Supervision Models

5.7 Explain Cross-border e-commerce import customs clearance process

5.8 Identify the methods for calculating cross-border e-commerce import taxes

5.9 Explain the methods for calculating export tax refunds

6. DIGITAL OVERSEAS WAREHOUSE MANAGEMENT

6.1 Explain the functions and importance of overseas warehouses

6.2 Identify methods of data Collection and Research for Warehouse Planning

6.3 Elaborate different factors in selecting stocking products

6.4 Identify types of Inventories and Inventory Control Methods

6.5 Understand the principles for overseas warehouse order processing

6.6 Explain companies use overseas warehouses and how they influence return and exchange processes.

6.7 Explain the role of inbound costs in the overall cost structure.

7. CROSS-BORDER SUPPLY CHAIN RISK MANAGEMENT

7.1 Elaborate the concept of Supply Chain Risks

7.2 Identify different Types of cross-border supply chain risks

7.3 Explain risk identification methods and analysis

7.4 Elaborate Risk Assessment and Prioritization techniques

7.5 Identify preventive measures for cross-border supply chain risks

7.6 Understand Sustainability and Global Standards in Risk Management

8. CROSS-BORDER SUPPLY CHAIN PERFORMANCE MANAGEMENT

8.1 Understand the concept of Supply Chain Performance

8.2 Explain the objectives of Performance Evaluation

8.3 Identify different Key Performance Indicators (KPIs) in Supply Chain

8.4 Elaborate Framework for Building Performance Measurement Systems

8.5 Identify digital Tools for Performance Monitoring

8.6 Elaborate Global Standards and Benchmarking

8.7 Understand Continuous Improvement in Cross-Border Supply Chains

CBEC-373 CROSS-BORDER SUPPLY CHAIN MANAGEMENT

LIST OF PRACTICALS **96 Hrs**

1. Perform Supply chain market research
2. Perform Supply chain market forecasting
3. Perform Procurement demand analysis
4. Perform Procurement plan development
5. Make a plan for Global supplier development
6. Plan Supplier relationship management
7. Design Cross-border e-commerce B2C logistics solution
8. Design Cross-border e-commerce B2B logistics solution
9. Plan Cross-border e-commerce shipping process
10. Manage Cross-border e-commerce import clearance
11. Manage Cross-border e-commerce export clearance
12. Develop Cross-border e-commerce import tax planning
13. Develop Cross-border e-commerce export tax planning
14. Conduct Overseas warehouse market research
15. Perform Overseas warehouse stock management
16. Perform Overseas warehouse inventory management
17. Perform Overseas warehouse order management
18. Perform Overseas warehouse cost calculation
19. Identify Cross-border supply chain risk
20. Apply Cross-border supply chain risk preventive measures
21. Identify Cross-border supply chain indicators

CBEC-382 CROSS-BORDER E-COMMERCE DATA ANALYSIS AND APPLICATIONS

Total Contact Hours

Theory	32 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**1**	**3**	**2**

AIMS: This course is based on the professional standards for cross-border e-commerce data analysts, closely aligned with the latest industry trends. It takes into account students' cognitive characteristics, developmental abilities, and knowledge skills structure. The course is structured around typical work tasks, guiding students through key areas such as cross-border e-commerce data collection, data processing and visualization, market data analysis, operational data analysis, product data analysis, and data monitoring and reporting. The goal is to equip students with the fundamental concepts, methods, and tools of cross-border e-commerce data analysis. The course will also cultivate students' ability to apply data analysis techniques to solve practical problems in cross-border e-commerce, enhancing their data sensitivity and logical thinking skills. This will lay a solid foundation for students pursuing careers in the cross-border e-commerce industry.

COURSE CONTENTS

1. CROSS-BORDER E-COMMERCE DATA ANALYSIS AWARENESS 2 Hrs

1.1 Meaning of cross-border e-commerce data analysis

1.2 Contents of cross-border e-commerce data analysis

1.3 The role of cross-border e-commerce data analysis

1.4 Development trends in cross-border e-commerce data analysis

2. CROSS-BORDER E-COMMERCE DATA COLLECTION 4 Hrs

2.1 Methods for choosing data collection channels and tools

2.2 Market data collection methods

2.3 Operational data collection methods

2.4 Product data collection methods

3. CROSS-BORDER E-COMMERCE DATA PROCESSING 4 Hrs

3.1 Principles of data classification and statistics

3.2 Methods of data cleaning

3.3 Data calculation formulas

4. PRODUCT DATA ANALYSIS 6 Hrs

4.1 Dimensions of product search data analysis

4.2 Methods of product transaction data analysis

4.3 Dimensions of product attribute data analysis

5. MARKET DATA ANALYSIS 6 Hrs

5.1 Industry development analysis content

5.2 Market demand analysis content

5.3 Dimensions of target customer analysis

5.4 Methods for competitor brand analysis

5.5 Content of competitor shop analysis

5.6 Methods for competitor product analysis

6. OPERATIONAL DATA ANALYSIS 6 Hrs

6.1 Dimensions of customer data analysis

6.2 Methods for promotion data analysis

6.3 Contents of sales data analysis

6.4 Methods for supply chain data analysis

7. DATA VISUALIZATION AND REPORT CREATION 4 Hrs

7.1 Concept and importance of data monitoring

7.2 Analysis of data anomalies and solutions

7.3 Components of data monitoring reports

7.4 Structure of data analysis reports

7.5 Data visualization analysis methods

BOOKS RECOMMENDED

- **Data Analytics for E-Commerce** — Nitin Seth
- **E-Commerce Analytics: Analyze and Improve the Impact of Your Digital Strategy** — Judah Phillips
- **Big Data and Analytics for E-Commerce** — Nada R. Sanders

CBEC-382 CROSS-BORDER E-COMMERCE DATA ANALYSIS AND APPLICATIONS

INSTRUCTIONAL OBJECTIVES

1. CROSS-BORDER E-COMMERCE DATA ANALYSIS AWARENESS

1.1 Explain the meaning of cross-border e-commerce data analysis

1.2 Discuss the components of cross-border e-commerce data analysis

1.3 Describe the role of cross-border e-commerce data analysis

1.4 Discuss the development trends in cross-border e-commerce data analysis

2. CROSS-BORDER E-COMMERCE DATA COLLECTION

2.1 Explain the methods of selecting data collection channels and tools

2.2 Describe market data collection methods

2.3 Explain operational data collection methods and procedure

2.4 Explain product data collection methods and procedure

3. CROSS-BORDER E-COMMERCE DATA PROCESSING

3.1 Explain principles of data classification and statistical processing

3.2 Discuss methods of data cleaning

3.3 Explain data calculation formulas

4. PRODUCT DATA ANALYSIS

4.1 Describe dimensions of product search data analysis

4.2 Explain the methods of product transaction data analysis

4.3 Discuss dimensions of product attribute data analysis

4.4 Explain precautions in product data analysis

5. MARKET DATA ANALYSIS

5.1 Explain components of industry development analysis

5.2 Explain components of market demand analysis

5.3 Describe dimensions of target customer analysis

5.4 Discuss methods of competitor brand analysis

5.5 Discuss components of competitor shop analysis

5.6 Explain methods of competitor product analysis

6. OPERATIONAL DATA ANALYSIS

6.1 Describe dimensions of customer data analysis

6.2 Explain methods of promotion data analysis

6.3 Discuss components of sales data analysis

6.4 Describe methods of supply chain data analysis

7. DATA VISUALIZATION AND REPORT CREATION

7.1 Explain the concept and significance of data monitoring

7.2 Discuss approaches to analyzing and resolving data anomalies

7.3 Explain the components of data monitoring reports

7.4 Describe the structure of data analysis reports

7.5 Explain methods of data visualization analysis

CBEC-382 CROSS-BORDER E-COMMERCE DATA ANALYSIS AND APPLICATIONS

LIST OF PRACTICALS 96 Hrs

1. Collect Cross-Border E-Commerce Market Data
2. Gather Cross-Border E-Commerce Operational Data
3. Collect Cross-Border E-Commerce Product Data
4. Process Cross-Border E-Commerce Data
5. Visualize Cross-Border E-Commerce Data
6. Analyze Industry Development Trends
7. Analyze Market Demand Using Data Tools
8. Analyze Target Customer Characteristics
9. Evaluate Competitor Brand Data with the help of case study *(Case Study: "Amazon Competitor Brand Benchmarking" – https://www.junglescout.com/blog/amazon-competitor-analysis/)*
10. Analyze Competitor Store Data
11. Analyze Competitor Product Data minimum three products
12. Analyze Customer Characteristics and Profiles
13. Assess Customer Loyalty Through Data Indicators
14. Analyze Customer Behavior Patterns
15. Analyze Keyword Promotion Data
16. Evaluate Event Promotion Performance Data
17. Analyze Product Transaction Data
18. Analyze Store Transaction Data
19. Analyze Service-Related Data
20. Analyze Procurement Data
21. Analyze Warehousing Data
22. Analyze Logistics Data with the help of case study *(Case Study: "Alibaba Global Logistics Data Optimization" – https://www.alizila.com/alibaba-logistics-digitalization/)*
23. Analyze Product Search Data
24. Analyze Product Transaction Trends
25. Analyze Product Customer Acquisition Capability
26. Evaluate Product Life Cycle Using Data Indicators
27. Analyze Product Pricing Strategies
28. Monitor Data and Create Reports with the help of case study *(Case Study: "Google Data Studio E-Commerce Dashboard" – https://support.google.com/looker-studio/answer/9053467)*
29. Write Data Analysis Reports

CBEC-391 COMPREHENSIVE PRACTICAL TRAINING IN CROSS-BORDER E-COMMERCE OPERATIONS

Total Contact Hours	**T**	**P**	**C**
Practical 96 Hrs	**0**	**3**	**1**

AIMS: This practical course simulates the cross-border e-commerce operation environment using big data and artificial intelligence technologies, providing a fully immersive simulation of various functions and interfaces of cross-border e-commerce platforms. The course focuses on consumer electronics as the business category and uses a task-driven, data-guided approach for practical task design. Through hands-on practice, students will not only become familiar with the entire process of cross-border platform operations but also improve their abilities in store management, product publishing and optimization, marketing planning, platform promotion, order management, customer communication, and operational data analysis. The course aims to cultivate high-level, versatile professionals who are skilled in cross-border e-commerce platform operations, rules, and techniques.

LIST OF PRACTICALS **96 Hrs**

1. Set Up an Online Store
   (Create and configure a new store using a real case study: *Shopify Store Launch Case Study* — https://www.shopify.com/blog/chubbies)
2. Design Visual Marketing Assets for an Online Store
   (Use brand-aligned visuals and layouts based on: *Canva Brand Identity Case Study* — https://www.canva.com/learn/brand-identity/)
3. Publish and Manage Products on the Store
   (Upload products, optimize listings, and manage inventory)
4. Plan a Digital Marketing Campaign
   (Develop a marketing strategy supported by campaign example: *Facebook Ads Success Case Study* — https://www.facebook.com/business/success)
5. Implement On-Site Marketing and Promotional Activities
   (Apply banners, discounts, pop-ups, and store-wide promotions)
6. Process and Manage Daily Orders
   (Handle order confirmations, packaging details, and shipment updates)
7. Deliver Customer Service for Cross-Border E-Commerce
   (Respond to international queries using this customer-service scenario: *Amazon*

International Customer Support Case Study —
https://www.aboutamazon.com/news/retail/amazon-customer-service)

8. Manage Cross-Border E-Commerce Customers
   (Maintain CRM records, handle feedback, and solve recurring issues)
9. Analyze Store Operations and Sales Data
   (Evaluate store performance using this real-world analytics case study: *Google Analytics E-Commerce Case Study —*
   https://analytics.google.com/analytics/academy/course/6)

EQUIPMENT LIST FOR DAE CROSS-BORDER E-COMMERCE

To effectively fulfill the practical teaching and training requirements of the **DAE in Cross-Border E-Commerce** program, the establishment of at least **two specialized training laboratories** is essential:

1. **Cross-Border E-Commerce Operations Lab**
2. **Product Photography & Online Store Content Studio**

These laboratories will equip students with hands-on experience in key operational areas of international e-commerce, such as:

- Online marketplace store setup and seller account management
- Global product listings and catalog development
- Digital payments, currency conversion, and gateway integrations
- International logistics, customs documentation, and order fulfillment
- Product photography, videography, and brand presentation
- Customer service and communication with overseas buyers

With industry-aligned tools, platforms, and simulation software, students will gain practical skills required for global e-commerce operations and entrepreneurship. The **detailed equipment specifications and quantities** required for both laboratories are outlined in the following table.

No.	Item	Specification / Description	Qty
1	High-Performance Server	For ERP/e-commerce simulations, data processing, product databases & LMS	1
2	Workstation Computers	MIS-compliant with 2 GB Graphic Card for store design, catalog creation, logistics tools	26
3	Operating System & Browsers	Windows 10 with Chrome/Firefox for e-commerce platforms	Installed on all systems
4	E-Commerce Simulation Software	Marketplace operations (listings, orders, payments, logistics, customer service) – 3-tier B/S architecture; VPS-based	1
5	Inventory / Warehouse Management Software	Barcode/RFID supported simulation for stock tracking, order fulfillment & packaging workflow	1
6	Payment Gateway	Virtual gateway testing environment	Institutional

No.	Item	Specification / Description	Qty
	Sandbox Tools	(PayPal, Stripe, Payoneer sandbox access)	license
7	Gigabit Network Switch	24-Port Gigabit connectivity	1
8	Dual-Band Wireless Access Point	2.4 & 5 GHz supporting ≥26 clients	1
9	Structured Networking System	Cabling & configuration for 26 workstations	1 set
10	Fiber Internet Connection	50 Mbps+ for marketplace operations & cloud tools	1
11	UPS – Solar Supported	3 KVA, with 120 Amp × 2 tubular batteries	1
12	Multimedia Projector with Wi-Fi Display	For marketplace demonstrations, buyer-seller communication showcases	1
13	Product Photography Light Box Kit	LED lighting system with diffusion for Amazon-style catalog photography	1
14	LED Fill Light	18-inch (15W) adjustable professional lighting	2 (1 per lab)
15	Tripod Stand	Adjustable for mobile/camera product shoots	2 (1 per lab)
16	Smartphone / Tablet	RAM ≥ 4GB, Camera ≥ 12MP for product photos, AR view, streaming	2 (1 per lab)
17	Wireless Microphone	Noise reduction + monitoring for live product demos	2 (1 per lab)
18	Background Studio Screen	White/green background for product photography	2 (1 per lab)
19	Barcode Scanners	For ERP/Warehouse simulation	10
20	Label Printer	Product labeling & packaging	1
21	Shipping & Packaging Tools	Weighing scale, measuring tape, sample packaging materials	1 set
22	E-Commerce Creative Tools (Software)	Photoshop / Canva Pro / Filmora for catalog + ad design	As required
23	E-Commerce Platforms Access	Seller accounts / demo environments (Daraz, Amazon, Alibaba, Shopify)	Institutional access
24	Headphones	Over-ear, used for customer service	26

No.	Item	Specification / Description	Qty
		simulation	
25	DSLR / Mirrorless Camera *(Optional)*	For high-resolution catalog imaging	1
26	Studio Backdrop & Accessories *(Optional)*	Interchangeable product photoshoot setup	1

Minimum Qualification Criteria for Teaching Staff (DAE – Cross-Border E-Commerce)

Post	Minimum Qualification	Relevant Experience Requirement
Junior Instructor	DAE – Computer Information Technology / DAE – Information & Communication Technology (ICT) / DAE – Software Technology / DAE – E-Commerce*/ DIT (2 years)	**4 Years** relevant industry/teaching experience
Instructor	**BS** in: IT / Computer Science / Software Engineering / Cyber Security / Artificial Intelligence / Information Security / Internet of Things (IoT) / Digital Marketing / Computer System Engineering	**2 Years** relevant industry/teaching experience
Instructor (Senior / Lecturer Equivalent)	**MS** in: IT / Computer Science / Software Engineering / IoT or relevant computing field	Fresh are eligible. Preferable having 1 year experience.

*DAE in E-Commerce included where applicable and available in the TVET system.

Notes (Optional — for compliance and clarity)

- Experience may include **industrial experience, online store management, digital trade**, or **cross-border e-commerce operations**.
- Priority may be given to candidates with **marketplace operations certifications** (Daraz, Amazon, Alibaba, Shopify) or **international trade & logistics exposure**.
- English and Chinese language skills (basic level) are considered an added advantage for **Cross-Border E-Commerce** faculty.

Employability of DAE Pass-Outs with Market Designations and Vertical Progression

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Employment Opportunities

Graduates of DAE (Cross-Border E-Commerce) have strong employment prospects in the fast-growing digital trade sector between **Pakistan and China**, supported by the opportunities emerging from **CPEC** and global online marketplaces. They can pursue careers in:

- China-Pak Cross-Border E-Commerce Companies & Online Marketplaces
- E-Business Export Units & CPEC International Trade Hubs
- Logistics, Customs Clearance & Freight Forwarding Companies
- Digital Trade Support Centers (Government & Private Sector)
- Freelancing & Online Business Export (Amazon, Alibaba, Daraz Global)

Employers' Skill Expectations

📌 **Technical Skills**

- Online Marketplace Platforms: Alibaba, AliExpress, Daraz Global, Amazon
- Store Management Systems: Shopify, WooCommerce + ERP/IMS usage
- Basic Web Development: HTML, CSS, JavaScript fundamentals
- Cross-Border Payment Systems (Payoneer, WeChat Pay*, UnionPay*)
- International Trade Data & Business Analytics (Excel, Google Analytics)

📌 **Cross-Border Trade & Business Skills**

- Product Sourcing from China (1688 & Alibaba platforms)
- Trade Documentation for Export (Commercial Invoice, Packing List, HS Codes)
- Understanding of Customs Rules, Incoterms & CPEC-related Policies
- International Digital Marketing for Product Export
- Customer Relationship Management with Chinese/EU/US buyers

📌 **Operational Skills**

- Order Processing, Packaging & Fulfillment for Export Parcels
- Communication & negotiation with Chinese suppliers
- Content creation for product branding & global marketplaces
- Basic graphic design for product catalogs
- Supply chain coordination for e-commerce shipments

(Note: China-specific payment systems subject to regulatory allowance)

Entry-Level Job Roles for DAE Cross-Border E-Commerce Graduates

- Cross-Border E-Commerce Assistant
- International Marketplace Store Operator
- Digital Export Marketing Assistant
- Product Sourcing & Catalog Executive
- Customer Service Executive (International)
- Logistics / Order Fulfillment Coordinator
- Freelance E-Commerce Virtual Assistant (Global Clients)

Vertical Career Progression in Pakistan–China E-Commerce Sector

1. E-Commerce Operations / Product Lister
2. Marketplace Sales Executive / Sourcing Coordinator
3. Digital Export Operations Manager
4. Cross-Border Trade & Business Development Executive
5. E-Commerce Project Manager / Digital Export Strategist
6. Head of Cross-Border E-Commerce / Export-Based Entrepreneur

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Career Pathways Overview

📍 **Industry Roles**

- Online Export Sales & Account Management
- Supply Chain & China-Procurement Support
- CPEC Trade Corridor Project Roles
- Digital Export Compliance & Documentation Officers

📍 **TVET Sector**

- Junior Instructor / E-Commerce Lab Technician
- Growth potential up to Chief Instructor

📍 **Entrepreneurship (Self-Employment)**

Graduates can establish and operate:

- Export-oriented online stores (Amazon Global, Alibaba, Daraz International)
- Drop-shipping & Pakistan-to-China/China-to-Pakistan trade models
- Global freelance e-commerce services
- Social commerce businesses (TikTok Shop, Facebook Marketplace Export)*

where applicable under trade compliance

Conclusion

DAE in **Cross-Border E-Commerce (Pak-China Focus)** equips students with export-oriented digital trade skills — opening doors to global markets, CPEC-driven opportunities, and self-employment through international e-business.
