

Global cross-border E-commerce training curriculum

Opening ceremony: Speeches delivered by State Council counselors, leaders of South-South, ADB and Ministry of Finance

Unit 1 Cross-border E-commerce Platform Operation (15 hours)

1. Cross-border E-commerce's historical evolution, characteristics, ecology and future trends (30 minutes)
2. Global cross-border E-commerce major platforms' features, rules and suitable categories and regions (30 minutes)
3. Core parts of operations: account management, store decoration, product release, background setting and other practical operations and skills
4. The business performance procedures, customs operations, order processing and practical operation and skills of other related documents.
5. The product selection strategies and pricing skills

Unit 2 International Digital Marketing (15 hours)

1. The historical evolution of International Digital Marketing
2. The analysis of the characteristics of major consumer markets in the world
3. The marketing practices and skills of searching platforms
4. The marketing practices and skills of self-built websites
5. The practical operation and skills of live video broadcasting
6. The marketing practices and skills of overseas social media

Unit 3 Cross-border Logistics Practices and Management Innovation (6 hours)

1. Introduction to cross-border E-commerce logistics/digital logistics management
2. Methods of Import logistics and operation process of cross-border E-commerce
3. Methods of Export logistics and operation process of cross-border E-commerce

Unit 4 Digital Financial Services (6 hours)

1. Cross-border payment process and operation
2. Cross-border collection process and operation
3. Financial services and innovation of cross-border E-commerce

Unit 5 Cross-border E-commerce Big Data Analysis (6 hours)

1. The overview of cross-border E-commerce big data analysis

2. How to Effectively utilize big data analysis tools
3. Cross-border E-commerce data analysis and business insight

Unit 6 Cross-border E-commerce Compliance and Risk Control (6 hours)

1. The overview of cross-border E-commerce intellectual property rights
2. Cross-border E-commerce product compliance
3. Cross-border E-commerce tax compliance
4. Cross-border E-commerce logistics compliance
5. Cross-border E-commerce risk prevention and control