

CONTINUING EDUCATION PROGRAMME FOR THE ACADEMIC YEAR: 2020-21

National Institute of Fashion Technology offers a diverse array of Continuing Education (CE) programmes to support the industry, as well as aspiring and working professionals. The wide range of specialized programmes offered by NIFT help aspiring professionals to get trained, entry-level professionals to get advanced training, mid-level professionals to upgrade their skills, and at times also help professionals to re-enter the Industry. These programme have been developed in consultation with reputed academicians and industry practitioners.

E-COMMERCE FOR FASHION BUSINESS (ECFB)

The programme is aimed at fashion entrepreneurs, objective of the programme is to understand the nature of e-commerce, recognize the business impact and potential of e-commerce for fashion business, explain the technologies required to make e-commerce viable, explain the economic consequences of e-commerce.

COURSE CONTENT

Area of study includes how to set up an online fashion business, how to choose an e-commerce platform for fashion business, how to scale up your e-commerce business, current e-business models and the characteristics of business-to- business and retail e-commerce portals.

CAREERS

The course will help participants to make a career in online merchandising, online marketing and fashion entrepreneur.

Award	Certificate
Eligibility	Minimum of 10+2
Duration	3 months, weekdays (Online)
Campuses	Mumbai
Seats	20
Course Fee	Rs.30,000/- + 18 %GST (Total Rs. 35,400/- Incl. of GST)
Course Coordinators	Mr. Yashwant Misale – Ph: 9923798434