

# Gurukul Educational And Research Institute



SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,  
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## SHOPIFY MANAGEMENT (Diploma)

**Duration: 6 Months**

**Eligibility: 10th / 12th Pass Mode: Theory+ Practical+LiveStoreSetup**

### **Module 1 – Introduction to E-Commerce**

- What is E-Commerce?
- Types of E-Commerce (B2B, B2C, D2C)
- Overview of Shopify
- Shopify vs Other Platforms
- Creating Shopify Account
- Dashboard Overview

#### **Practical:**

- Create Demo Shopify Store

### **Module 2 – Store Setup & Customization**

- Selecting Theme
- Theme Customization
- Logo & Branding
- Navigation Menu Setup
- Homepage Design
- Mobile Optimization

#### **Practical:**

- Design Complete Store Layout

### **Module 3 – Product Management**

- Product Listing
- Product Description Writing
- Image Optimization
- Pricing Strategy
- Inventory Management
- Variants & Categories

### **Module 4 – Payment & Shipping Setup**

- Payment Gateway Integration

- COD Setup
- Razorpay / Stripe (Concept)
- Shipping Settings
- Tax & GST Setup
- Order Management

## Module 5 – Marketing & Sales

- Facebook & Instagram Integration
- Google Ads Integration
- Email Marketing
- Discount Coupons
- Upselling & Cross Selling
- SEO for Shopify

## Module 6 – Dropshipping & Automation

- What is Dropshipping?
- Product Sourcing Supplier
- Selection
- Order Automation
- Customer Support Handling
- Refund & Return Policy

## Project Work

- Create Fully Functional Shopify Store
- Upload 10–20 Products
- Setup Payment & Shipping
- Run Sample Marketing Campaign
- Final Presentation & Viva

## Examination Pattern

- Theory – 50 Marks
- Practical – 50 Marks
- Project – 50 Marks
- Viva – 50 Marks

## Career Opportunities

- Shopify Store Manager
- E-Commerce Executive
- Dropshipping Manager
- Online Store Assistant
- Freelance Shopify Expert
- Digital Business Owner

