In this course, you will:

**Day 1:**
- Overview of the e-Commerce framework.
- Fundamentals of various e-Commerce Business models.
- Benefits and challenges of managing e-Commerce.
- Exploring e-Commerce platforms to host websites for startups.

**Day 2:**
- Guide to starting an online business in Singapore
- Sources of different e-Commerce funding and Crowdfunding campaigns.
- Success factors for e-Commerce startups.

**Day 3:**
Five legal things you need to know for e-Commerce startups
- Incorporating your startup business
- Managing your electronic contracts and transactions.
- Protecting your intellectual property rights
- Observing personal data protection laws
- Safeguarding your business reputation