

# PROSPECTUS BF TECHNOLOGIES

## Virtual Academic Initiative

We stand on the notion of eCommerce as an academic initiative.



**BF TECHNOLOGIES (LTD) - UK**  
**BF TECHNOLOGIES (PVT) LTD - PAKISTAN**



VIRTUAL ACADEMIC INITIATIVE



*Let's Get to know us!*



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# ABOUT US

## BF Technologies

*(Beyond Future Technologies)*



We were established to focus exclusively on Online eCommerce Market Place Educational Skill Development Trainings through eCommerce Skills Development Courses (ESDC). ESDC is a unique combination of hands-on learning experiences which will enable participants to contribute sustainably to the eCommerce landscape of Pakistan.





# Founder & CEO's

## Message

Even in this world, prior to the pandemic, virtual learning and employment had gained great momentum. Post COVID-19, the international economy was shaken. Pakistan's existing fragility led to widespread impediments in the employment sector.

Consequently, our company, Beyond Future Technologies, which stands on the notion of a virtual academic initiative, was created to try and fill the employment gap.

Our aim is to transform Pakistan's youth bulge into an economically resilient human resource. BF Technologies aims to do this by empowering the youth to run their respective online businesses (from home), by promoting local products and brands on the World Wide Web domain. We can increase our exports, thereby luring in foreign economic activity in Pakistan via eCommerce marketplaces like Amazon, Alibaba, Shopify, eBay, Facebook Shop, and Daraz.

# Executive Management Profile Summary



**Captain (R)  
Bilal Hussain**

Founder & CEO Beyond-Future Technologies, Serial Entrepreneur, Held important positions including Director Aviation Projects and Director International Business Development with Tekna Power Aviation Division, Senior Consultant Dynatek, Army Aviation Pilot of AH-1F Cobra, MI-17 and TH300C Schweizer helicopters, Operational Officer, Flight Safety Officer, Safety Pilot and Liaison Officer of United States Department of Defense - United States Army, Served with distinction in U.S. Air Assault Squadron, and United Nations Humanitarian Air Service



**Fatima  
Shahid**

Executive Partner Beyond-Future Technologies, MBA Marketing from Institute of Management Sciences, eCornell University USA Certified, Digital Marketer & Strategist, Amazon e-Commerce Champion, Middle East Business Solutions Linguist, GCC Start Ups Entrepreneur



**Fatima  
Dilnawaz**

Executive Partner Beyond-Future Technologies, Extensive Programs Management Portfolio with HIVE Pakistan and National Dialogue Forum, Convener of National Youth Outreach Program "Young Peace & Development Corps", Communications Lead of The World Bank conference "Pakistan@100", Student Brand Manager for Red Bull, Pakistan Telecommunication Award winner, Post Graduate in Social Science from Bahria University, and Project Management Certified from Philanthropy University.



**Afshan  
Khan**

Chief of Development Beyond-Future Technologies, Head Of Operations at US Mobile, SOAS University of London Graduate, Held important positions with international brands like Motorola and Domino's, worked with prestigious organizations like United Nations Military Observer Group, World Food Programme, Ora Developers Egypt, US Mobile, UNWFP Certified, Trained with Chartered Institute of Purchasing and Supply, UK.



**Tanya  
Qadir**

Executive Fellow - Adult Education & Community Development Beyond-Future Technologies, University of Toronto Graduate in Adult Education and Community Development, McGill University Graduate in International Development, Co-Founder The Dabke Collective Canada, Partnerships Manager with The Rumie Initiative Canada, Former Learning Solutions Consultant for Nelson Education Ltd. (one of Canada's largest publishing houses)

# VISION & IDEOLOGY

The current COVID-19 pandemic necessitates an economic rejuvenation plan along with a much needed Skills Development Program that can enable the youth to generate income from home. eCommerce Skill Development Courses (ESDC) is BF Technologies' response to this global meltdown.

We are extending offers to leading Higher Education Institutions (HEI's) in each region for collaboration in making the ESDC accessible to a wide range of students. A range of options can be mutually explored for offering the ESDC series. One core course can be followed by three additional courses to enable a student to graduate with a 'Diploma in eCommerce'. This program will be titled 'Enabling Gig Economy from Home'.





WHO

ARE

WE





BF Technologies is a start-up tech company with two branches, one in the UK, BF Technologies Ltd - UK (BFT) and one in Pakistan, BF Technologies (Pvt) Ltd Pakistan (BFT). Since the company stands on the notion of eCommerce as an academic initiative, we are kick-starting with short courses that will gradually upgrade into a full-fledged diploma. This will happen after the induction of internationally accredited courses from our platform.

## Why was BF Technologies created?

Let us commence by giving an overview about why BF Technologies has come into being. This company has been created primarily to effectively utilize the youth bulge of Pakistan, this can become our most valuable resource if nurtured appropriately.

Pakistan, a country stricken by economic hurdles, has a sizeable Employment gap not enough blue collar job opportunities.

BF Technologies is responding to the impact of socio-economic factors on the youth. With the Coronavirus pandemic taking a toll on the economy, BF Technologies has come up with a quick and effective plan to incorporate the concept of eCommerce and hence eEmployment from the comfort of your own home.

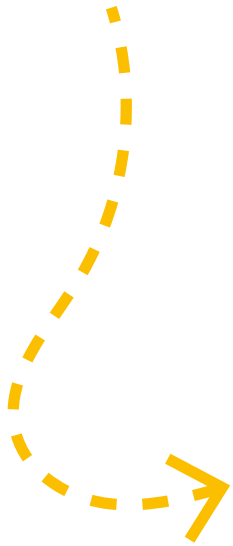


# BIG IDEAS HAVE

*SMALL BEGINNINGS*



# Enabling You by Paving the Path to Success!



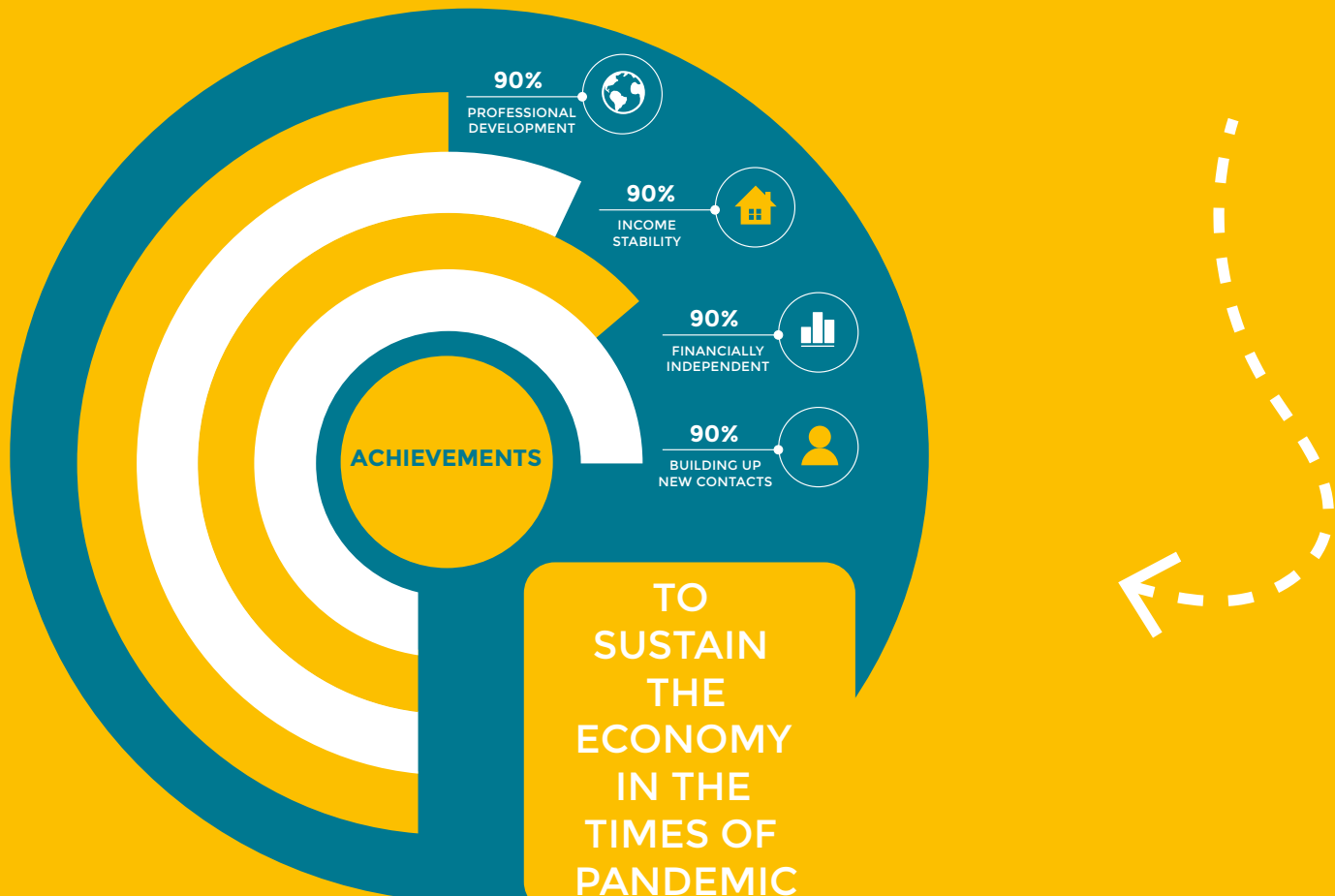
Our success and expertise in the retail eCommerce Marketplace allows us to enable people who want to start their own business. We strive to deliver nothing but the best and make certain our students are not only satisfied, but successful in the eCommerce marketplace.



# BF Technologies Executive eCommerce Skill Development Courses (ESDC)

In a fast-paced world where time is of essence, many individuals do not have the luxury of dedicating 4 (four) years to university life. This is where the concept of BF Technologies comes in. We are an entity that stands on the notion of virtual academia. BFT believes that the time has come to transcend the physicality of things and move over to the virtual realms of academia. Imagine an entity, an institution that caters to people residing in various parts of the world.

Our vision is to eliminate all unnecessary bureaucratic red tape that may otherwise exist in other institutions.



Let us tell you what BFT is providing in their

# *eCommerce Courses.*

Investment-Central Courses/ Private Label-Wholesale

## Market Research

BF Technologies targets all the leading eCommerce platforms in all major markets (USA, UK, Canada, Germany, Japan, Dubai, KSA etc.).

## Product Hunting & Research

This is the trickiest and most time-consuming area of work for any successful eCommerce professional. We offer multiple techniques which have been developed for various markets in order to hunt a viable product - our courses include all Black Hat, Grey Hat and White Hat techniques.



## Tools for Product Research

We focus on more than 5 tools (JS, Helium 10, Keepa, Marchant Word, Viral Launch and more) to get the best product after doing deep research.

## Product Sourcing

We are not just teaching them how to source but we are also going to help them in sourcing.

## Product Launching

Apart from courses, we mentor, motivate and support as well. Our online community support is available for life, irrespective of what stage of work one is at, we provide access to our trainers and the vast knowledge being shared on our platform every day. We are not only teaching them how to launch and RANK but also providing them services to enable them to become success stories.

## Managing Accounts

This is another part of the program where we are not only teaching them how to manage and protect the brand, but are also providing them with access to the market from where they can attain these services.

# Service-Central Courses

## Supporting Sellers

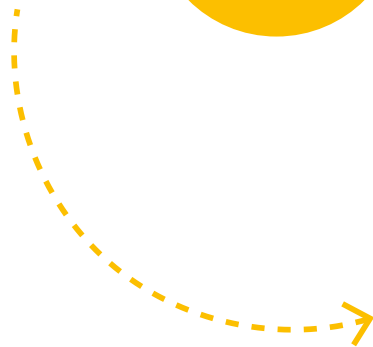
We offer courses which enables a person to handle the eCommerce dealings of a new or existing online seller.

From hunting a profitable product to its sourcing and selling, all is taught along with continuous community support.

## Digital Marketing

Our courses are focused on multiple avenues for earning through eCommerce. We offer courses in specialized digital marketing skills which are the backbone of any online business. From Google ads to email marketing, all aspects of an effective digital strategy are part of the course.

*e-Learning*



## Service-Central Courses

### Online Product Promotion

BFT courses elaborate upon each and every option available in the eCommerce marketplace, in depth. We equip our students with the knowledge of the potential of each social media platform, whether its Facebook, Instagram, or YouTube.

### Web Development

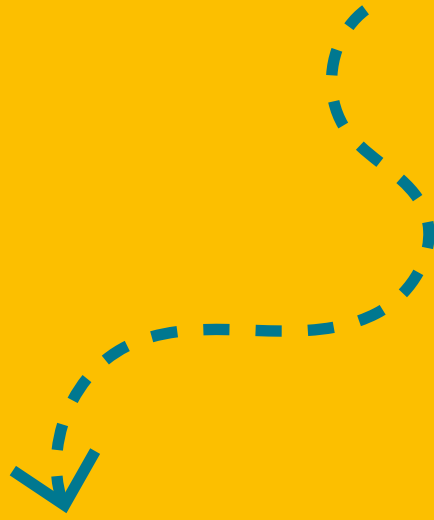
What sets us apart is that we think of every aspect when planning a course. We don't just make web developers, instead we also train in WordPress, content writing, search engine optimization and help improve English language skills.

### Freelancing Platform

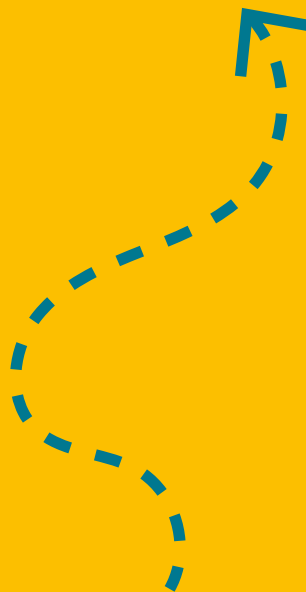
Our mission is to make sure that post training, each person is well prepared to apply their skills and get maximum exposure. For this, we train our students to present themselves in local as well as on international freelancing platforms, including Fiverr.

### Conclusion

BFT is not a simple course selling institute - we are Mentors and Stakeholders of our students' future.



# COURSES WE OFFER



# Diploma in Digital Business & eCommerce Skill's

## Overview

Diploma in Digital Business & eCommerce Skill's provides in depth, enhanced, globalized knowledge of practical eCommerce strategies and digitalized solutions. The Diploma gives insight to digital transformation and exploration of effective digital business development methods. eCommerce is a must have skill, be it an industry or an individual because all businesses now use the World Wide Web as another point of sale. To successfully sell on the web, knowledge of business execution on the web and marketing is necessary in this global world of Information Technology. The Diploma will equip students with disciplines ranging from IT, eCommerce, marketing, business and broad-based knowledge such as business communication and teamwork. Students will learn to acquire essential marketing and eCommerce skills for the new knowledge-based and skill dependent economy. At the end of the course, students will have a sound working knowledge of the development and the applications of eCommerce in diverse contexts. After completion of the Diploma, students will have the competency and expertise to conduct e-business activities through the Internet to grow and serve their company's target markets effectively.

The courses are structured and delivered to prepare youngsters /aspirers for the uncertain, yet exciting future by becoming successful eCommerce giants.

It involves 30 credit Hours, including 12 credit Hours practical internship /remote work / online Work Experience.

# Diploma in Digital Business & eCommerce Skill's

Course Name	Total Credit Hours	Theory	Practical Lab
1. Virtual Store Manager (Daraz.pk)	3	15	30
2. Shopify Drop Shipping	3	15	30
3. Advertising for Sound Off	3	15	30
4. Social for Brand Building	3	15	30
5. Virtual Assistant (Amazon.com)	3	15	30
6.The Ultimate Master class Social Media Marketing (Foundation)	3	15	30
7 The Ultimate Master class Social Media Marketing (Advanced)	3	15	30
8. Business Communication and Writing Skills Fundamentals (Mandatory for Diploma in First Semester)	3	15	30
9. Introduction to Digital Entrepreneurship (Mandatory for Diploma in First Semester)	3	15	30
10. Tech-Skill for Digital Business	3	15	30
11. Financial-Skill for Digital Business	3	15	30

- Offers 33 Credit Hours of Theory inclusion of all courses.
- INTERNSHIP is mandatory for ALL students to complete Diploma.
- Students can choose any 18 credit Hours out of 33 credit Hours.
- Completion of minimum 6 Credit Hours Courses is mandatory for proceeding to the next semester
- Students can choose maximum 12 credit Hours Each Semester and 6 Hours minimum
- Evaluated upon weighted scale:
  - 25% – Completion and participation of classroom activities
  - 25% – Completion of supporting homework assignments
  - 50% – Projects and Exams, includes final exam.

**Diploma Duration – 3 semesters  
( 4 months each semester )**

**Credit Hours – 30**

**Courses Credit Hours – 18 credit  
hour**

**Internship Hours – 12 credit hours**





# Course Outline of Diploma Courses

## 1 - Virtual Store Manager (Daraz.pk)

### I. Course Description:

Virtual Store Manager is a premium comprehensive course to begin and grow your eCommerce business with Pakistan's largest marketplace, i.e., daraz.pk. This course also includes basic overview of Global eCommerce market, digital marketing and several eCommerce business development topics, particularly focusing on Daraz Platform.

In this course, each module covers all general and specific essential themes theoretically and practically with inclusion of trainer mentorship.

### II. Course Rationale:

This 3months certificate course will enable the learners and entrepreneurs to becof eCommerce, particularly selling and growing eCommerce business with Daraz. Students will learn how to start eCommerce business, ways to grow their sales, and managing stores on daraz.pk.







## Course Learning Outcomes (CLOs)

Upon completion of the course, students will be able to:

**CLO-01:** Understand the global and domestic eCommerce ecosystem and grasp the distinguishing role of Daraz within eCommerce ecosystem of Pakistan.

**CLO-02:** Register and create a successful store on Daraz platform.

**CLO-03:** Identify best products which will become bestsellers in the chosen product category.

**CLO-04:** Manage product listings on Daraz using appropriate keywords.

**CLO-04:** Understand Fulfilment by Seller (FBS) and Fulfilment by Daraz (FBD) business models.

**CLO-05:** Maintain good Seller Rank by effectively managing orders, returns and reviews.

**CLO-06:** Manage effectively and efficiently all the activities of Daraz seller account.





# Course Outline of Diploma Courses

## 2- Shopify Drop Shipping

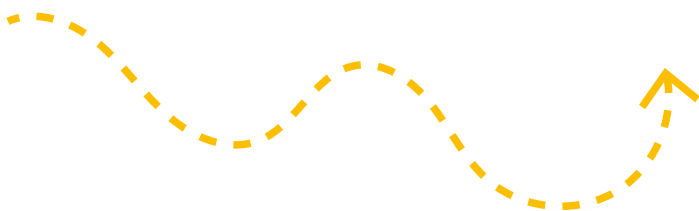
### I. Course Description:

Shopify Drop shipping Web shop is one of the most common models for doing business on the Shopify Platform.

This course is about how to build a Drop shipping web shop on the Shopify platform to sell physical products without an inventory, to make a wholesome living and not worry about where the next paycheck is coming from. More million dollar a year, Shopify Drop shipping web shop sellers are being created now than ever before, so the timing is perfect. This course is designed to give the edge by sharing proven processes of becoming successful Shopify drop-shipper to both: a complete novice; or an amateur who wants to get better results. In this course each module covers an essential theme theoretically as well as practically.

NB: Shopify is evolving each day and, therefore, this course will be kept up to date for each subsequent offering.

Additionally, this course will be offered in a hybrid/blended mode.



## II. Course Rationale:

This course will enable the students to become expert in developing a web shop on Shopify and drop ship. Students will learn how to start on a small budget and expand quickly. Learning how to list items on their own web shop on Shopify and drop ship to attract maximum sales will be emphasized from the onset. After completing this course, students will be able to characterize the best items to sell on Shopify Drop shipping, know where and how to source these items.

## III. Course Learning Outcomes (CLOs)

Upon completion of the course, students will be able to:

CLO-01: Develop comprehensive knowledge about Drop shipping on the Shopify platform.

CLO-02: Understand drop shipping and shopify policies

CLO-03: Know about payment methods for shopify

CLO-04: Find the winning product

CLO-05: Analyze Marketing methods and develop face book ads

CLO-06: Build a brand to grow your business.





# Course Outline of Diploma Courses

## 3-Social for Brand Building

### I. Course Description:

Social for Brand Building introduces students to the world of brands and their domination on social. Today, leading brands earn more profit than the GDP of some countries. They are a part and parcel of our daily lives. This makes it necessary to understand what really makes a brand, and ultimately how can you create one yourself.

### II. Course Rationale:

This course will enable students to create a brand from scratch, harness the power of social to fuel brand loyalty and understand the intricacy of handling brands.

### III. Course Learning Outcomes (CLOs)

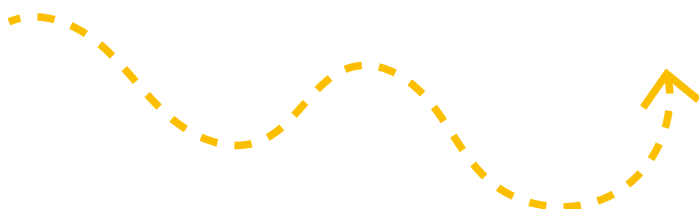
CLO-01: Develop comprehensive understanding of brands.

CLO-02: Understand how to build brands from scratch.

CLO-03: Learning strategies to develop brands on social.

CLO-04: Analyze existing brands and audit them.

CLO-05 Creating Brand Loyalty





# Course Outline of Diploma Courses

## 4- Advertising for Sound-Off

### I. Course Description:

Social media has quickly dominated advertising. With this domination, it has come to change 50 years of advertising knowledge into something new and profound. Social media is not just a medium for advertising, it's the future of advertising. The course will bring awareness to this new form of advertising, along with building an arsenal of skills to help you kick start your social media advertising career.

### II. Course Rationale:

The goal of the course is to create a fundamental understanding of creating thumb-stopping content. How many times have you browsed through meters of your newsfeed without ever turning on the sound? How many times did the right visuals create a need to turn on that sound? In the sea of memes, promoted posts and friends' updates, Grab. Their. Attention. This course will enable students to create a brand from scratch, harness the power of social to fuel brand loyalty and understand the intricacy of handling brands.



### III. Course Learning Outcomes (CLOs)

CLO-01: Equip practical knowledge of in-feed organic social advertising

CLO-02: Grasp and understanding of the theory of film

CLO-03: Learn to create and edit content through editing software

CLO-04: Assess real world examples and test your newfound skills as you move through the course

COL-05: Manage a real page and build your follower base through content created in the course





# Course Outline of Diploma Courses

## 5 -Virtual Assistant (Amazon.com)

### I. Course Description

Virtual Assistant (VA) is someone who provides online/offsite support to Amazon wholesale business owners. An Amazon VA comes with an array of skills and can perform multiple tasks to help grow Amazon businesses. The VA industry is booming mainly because of the overwhelming charm of working from home. This course is designed to give the edge by sharing proven processes of becoming a successful VA for Amazon marketplaces. In this course each module covers an essential theme theoretically as well as practically under mentorship of Trainer.

### II. Course Goals

This course will enable the students to become expert and productive Amazon Virtual Assistants. Students will learn ways of undertaking projects be it product Hunting or a product Launching along with managing every aspect of Amazon Seller Account while working from the comfort of their homes. Expert Virtual Assistants can manage designing of Amazon Store, PPC [Pay per Click], EBC [Enhanced Brand Content] and all other technical tasks. This course will deliver all skills necessary for an Amazon VA using an optimal blend of pedagogical and anagogical techniques.



### III. Course Learning Outcomes (CLOs)

CLO-01: Understand the Ecommerce ecosystem and grasp the distinguishing role of Amazon within this ecosystem

CLO-02: Identify products using appropriate tools which will become bestsellers in the chosen category

CLO-03: Evaluate success of a product using appropriately researched data

CLO-04: Source a product through distributors/whole sellers successfully

CLO-05: Create a prime product listing employing the best combination of optimal keywords

CLO-06: Rank a product to the top by commissioning an efficient combination of marketing campaigns

CLO-07: Manage all the activities, related to managing Amazon seller accounts, effectively

CLO-08: Gain Hands on experience of Virtual Assistantship by practical work including Assessments.







# Course Outline of Diploma Courses

## 6- Ultimate master Class for Social Media marketing (Foundation Level)

### I. Course Description

This course will enable the pass outs to become familiar with social media marketing. This intensive program allows students to get a foundational grasp on everything social. The course provides insight on global marketing trends while pushing the student's focus in practical learning methodologies. The course will also cater to individual goals that are set for each session, allowing everyone to focus their attention on their respective needs.

### II. Course Rationale /Objectives:

This course will enable students to have the fundamentals of how social media works, ensuring pass outs to fluidly run social businesses individually and with teams.

### III. Course Learning Outcomes (CLOs)

CLO-1: Learn brand strategy and brand building

CLO-2: Understanding of platform roles

CLO-3: Earn familiarity with advertising concepts

CLO-4: Creating creative briefs for your assets

CLO-5: Establishing social media presence

CLO-6: Understanding social measurements for success



# Course Outline of Diploma Courses

## 7- Ultimate master Class for Social Media marketing (Advance Level)

### I. Course Description

This course will enable the pass outs to become familiar with social media marketing.

This intensive program allows students to get a foundational grasp on everything social. The course provides insight on global marketing trends while pushing the student's focus in practical learning methodologies. The course will also cater to individual goals that are set for each session, allowing everyone to focus their attention on their respective needs.

### II. Course Rationale /Objectives:

This course will enable students to have the fundamentals of how social media works, ensuring pass outs to fluidly run social businesses individually and with teams.

### III. Course Learning Outcomes (CLOs)

CLO-1: Learn brand strategy and brand building

CLO-2: Understanding of platform roles

CLO-3: Earn familiarity with advertising concepts

CLO-4: Creating creative briefs for your assets

CLO-5: Establishing social media presence

CLO-6: Understanding social measurements for success



# Course Outline of Diploma Courses

## 8- Business Communication and Writing Skills Fundamentals

### I. Course Description

Business Communication and Writing Skills Fundamentals is an advanced course to introduce students to the core foundations necessary for successful communication specifically in business context.

It also includes basic overview of different communication styles and business Writing topics, particularly focusing on taking a practical approach to this broad and deep subject. In this course, each module covers all general and specific essential themes theoretically and practically with inclusion of trainer mentorship.

### II. Course Rationale /Objectives:

Business Communication and Writing Skills Fundamentals is an advanced comprehensive course to introduce students to the core foundations necessary for successful communication specifically in business context. It also includes basic overview of different communication styles and business Writing topics, particularly focusing on taking a practical approach to this broad and deep subject. In this course, each module covers all general and specific essential themes theoretically and practically with inclusion of trainer mentorship.

### III. Course Learning Outcomes (CLOs)

**CLO-01: Apply strategies and enable learners to manage interactions in diverse business contexts by developing their understanding and key features of fundamentals of Business Communication.**

**CLO-02: Develop implication -based understanding of Oral Persuasive Messages and their role in Business Communication.**

**CLO-03: Enhance their Persuasive Writing Skills for writing in Business context.**

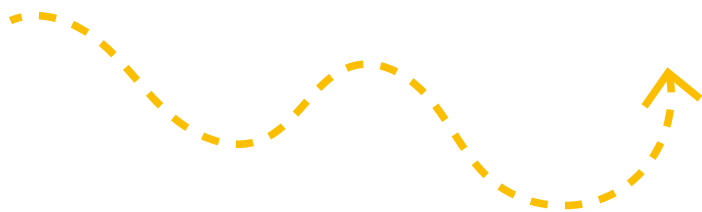
**CLO-04: To draft effective business correspondence by Email with brevity and clarity.**

**CLO-05: Conduct Business meetings effectively.**

**CLO-06: have expertise in Negotiation skills required in Business Context.**

**CLO-07: Apply active listening skills to demonstrate understanding of what is being said.**

**CLO-08: Demonstrate their comprehensive understanding of producing Negative messages.**





# Course Outline of Diploma Courses

## 9- Introduction to Digital Entrepreneurship

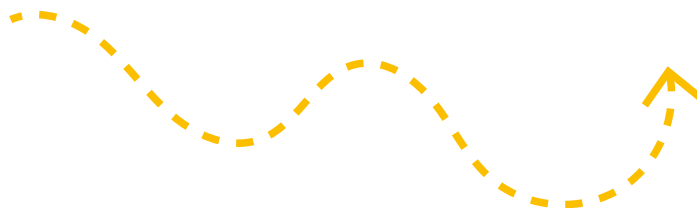
### I. Course Description

Introduction to digital Entrepreneurship is conceptual and practical course to establish understanding of Digital business sustainability and growth.

This course covers emerging online technologies and their influence on the launch of entrepreneurial startups. Students will learn the fundamental skills needed to create or work for digital businesses, including: analyzing business models, marketing, selling and strategy. Students will receive first-hand accounts on the challenges that are faced when forming a sustainable technology business.

### II. Course Rationale:

Four months course will teach students basic concepts of digital Entrepreneurship, main tools of analyzing the market and competition to introduce new products and services online that can lead to establishing sustainable companies using tools of analyzing competitors and exploring customer's needs.





### III. Course Learning Outcomes (CLOs):

**CLO-01: Understand digital businesses, and how to create and evaluate business opportunities in the digital space.**

**CLO-02: Gain experience in essential business skills such as selling, marketing, communicating  
And working in teams.**

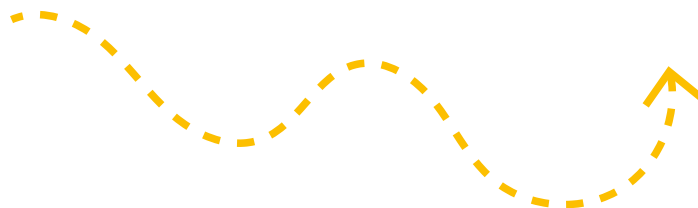
**CLO-03: Understand why businesses fail and how to avoid common pitfalls**

**CLO-04: Set measurable business objectives (such as conversion goals), and monitor the success of those objectives through the use of web analytics**

**CLO-05: Understanding the factors affecting customer's behaviors.**

**CLO-06: Demonstrate familiarity with online technologies and platforms to assist with ideation,  
Product/service evaluation, online sales/marketing,  
distribution, fundraising, and customer service.**

**CLO-07: Soft skills for Digital - entrepreneurship and how to deal with challenges.**





# Course Outline of Diploma Courses

## 10- Tech-Skill for Digital Business

### I. Course Description:

Tech - Skills for digital businesses is a practice focused course aims to build basic level of technical skills every employee will need to have knowledge and practice of before joining the digital age job market. This course explores online business and the emerging category of No Code software tools. No Code tools are a new powerful category of software that allow anyone to build products and services online, with or without having a computer programming background.

### II. Course Rationale /Objectives:

This course will enable the students to understand and use a list of tools for working on different tasks to develop their digital business and how they can assess tools according to their business's needs.





### III. Course Learning Outcomes (CLOs)

Upon completion of the course, students will learn:

CLO-01: Understand digital businesses, and how to create and evaluate business opportunities in the digital space.

CLO-02: Understand basic concepts of graphic design, and uses of graphic designs for digital business.

CLO-03: Learning digital communication through email for digital business.

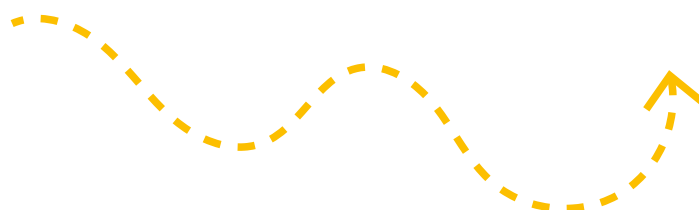
CLO-04: Wire framing for digital business, concepts and best practices.

CLO-05: Understanding importance and best practices of Content writing for digital business.

CLO-06: Familiarity with Microsoft office and Google apps uses for digital business.

CLO-07: Ability to create templates for technical tasks in Digital business.

CLO-08: ability of assigning technical tasks to the right set of skills employee.







# Course Outline of Diploma Courses

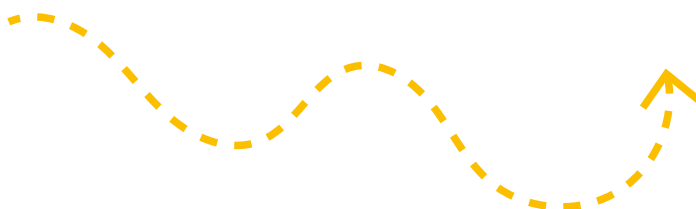
## 11- Financial Skill for Digital Business

### I. Course Description:

Financial skills for digital Business is conceptual and practical course to establish understanding of financial planning for Digital business, tools and techniques for sustainability and growth. Students will learn the fundamental financial planning and decision making.

### II. Course Rationale /Objectives:

This four-month course will teach students basic concepts of financial planning and budgeting, main tools of financial analysis, pitching for fund from investors and other financial skills to work in digital market.





### III. Course Learning Outcomes (CLOs)

Upon completion of the course, students will learn:

**CLO-01:** learning basic concepts about financial skills for digital business be familiar with terminologies and main issues any employee or owner of a digital business will face.

**CLO-02:** introducing students to basic Financial Literacy for digital business and its importance for customers of digital business and how financial tools should be used to facilitate customers.

**CLO-03:** Introducing students to concepts and best practices of Managing Cash Flow and its impacts on digital business.

**CLO-04:** familiarizing student with Maintaining a Balance Sheet and its importance for marinating a digital business.

**CLO-05:** profitability for digital business and dynamics of changes in prices and competition.

**CLO-06:** tools and techniques of financial communication

**CLO-07:** introduction to Forecasting financial aspects of Business

**CLO-08:** familiarizing students with financial services for digital business.

# Level 4 Independent Courses






# 1-Ultimate Master Class for Digital Entrepreneurship (Foundation Level)

## I. Course Description:

Ultimate Master Class for Digital Entrepreneurship (Foundation Level) is conceptual and practical course to establish understanding of Digital business sustainability and growth. This course covers emerging online technologies and their influence on the launch of entrepreneurial startups. Students will learn the fundamental skills needed to create or work for digital businesses, including: analyzing business models, marketing, selling and strategy. Students will receive first-hand accounts on the challenges that are faced when forming a sustainable technology business.

## II. Course Rationale:

Four months course will teach students basic concepts of digital Entrepreneurship, main tools of analyzing the market and competition to introduce new products and services online that can lead to establishing sustainable companies using tools of analyzing competitors and exploring customer's needs.





### III. Course Learning Outcomes (CLOs)

**CLO-01: Understand digital businesses, and how to create and evaluate business opportunities in the digital space.**

**CLO-02: Gain experience in essential business skills such as selling, marketing, communicating  
And working in teams.**

**CLO-03: Identification and evaluation of online business**

**CLO-04: Set measurable business objectives (such as conversion goals), and monitor the success of those objectives through the use of web analytics**

**CLO-05: Understanding the factors affecting customer's behaviors.**

**CLO-06: Demonstrate familiarity with online sales/  
marketing, and online branding.**

**CLO-07: Understanding and improve individual soft skills needed in digital businesses.**

**CLO-08: Ability to project all learned knowledge and skills during the course in the form of project designed to be launched.**

Four months course will teach students basic concepts of digital Entrepreneurship, main tools of analyzing the market and competition to introduce new products and services online that can lead to establishing sustainable companies using tools of analyzing competitors and exploring customer's needs.

## 2-Ultimate Master Class for Social Media Marketing (Foundation Level)

### I. Course Description:

Ultimate Master Class for Social Media Marketing introduces students to the world of brands and their online presence. Today, leading online brands earn more profit than the GDP of some countries. They are a part and parcel of our daily lives. This makes it necessary to understand what really makes a brand success on the digital front, and ultimately how can you benefit from this opportunity.

### II. Course Rationale /Objectives:

This course will enable students to create and manage digital marketing campaigns, harness the power of social media marketing to generate sales and build a strong online presence.

### III. Course Learning Outcomes (CLOs)

CLO-01: Develop comprehensive understanding of brands.

CLO-02: Building Digital Marketing campaigns from scratch.

CLO-03: Optimizing campaigns for higher ROI.

CLO-04: Making a strong online presence for any kind of business.

# 3- Ultimate Master Class for Social Media Marketing (Advance Level)

## I. Course Description:

Ultimate Master Class for Social Media Marketing introduces students to the world of brands and their online presence. Today, leading online brands earn more profit than the GDP of some countries. They are a part and parcel of our daily lives. This makes it necessary to understand what really makes a brand success on the digital front, and ultimately how can you benefit from this opportunity.

## II. Course Rationale /Objectives:

This course will enable students to create and manage digital marketing campaigns, harness the power of social media marketing to generate sales and build a strong online presence. This course will enable students to create and manage digital marketing campaigns, harness the

## III. Course Learning Outcomes (CLOs)

CLO-01: Understanding of competitors and market.

CLO-02: Strong grip on copy writing, designs and ad content.

CLO-03: Creating a landing page/website for ads.

CLO-04: Generating Leads through ad campaigns.

CLO-05: Running ad campaigns on Google, Facebook, Instagram & LinkedIn.

CLO-06: Creating marketing funnel and campaign strategy.

CLO-07: Tracking ads performance, conversions and KPIs.




## 4- Ultimate Masterclass for Digital Entrepreneurship (Advanced Level)

### I. Course Description:

Ultimate Masterclass for Digital Entrepreneurship aims to establish understanding of financial planning for Digital business, tools and techniques for sustainability and growth. Tech-Skills for digital businesses follows a practice focused approach and aims to build basic level of technical skills every employee will need to have knowledge and practice of before joining the digital age job market. This course explores online business and the emerging category of No Code software tools. No Code tools are a new powerful category of software that will allow anyone to build products and services online, with or without having a computer programming background

### II. Course Rationale /Objectives:

This course will enable the students to understand and use a list of financial and technical tools for working on different tasks to develop their digital business and how they can assess tools according to their business's needs. This four-month course will teach students basic concepts of financial planning and budgeting, main tools of financial analysis, pitching for fund from investors and other financial and technical skills to work in digital market.





### III. Course Learning Outcomes (CLOs)

Upon completion of the course, students will learn:

CLO-01: Understand digital businesses, and how to create and evaluate business opportunities in the digital space.

CLO-02: Understand basic concepts of graphic design, and uses of graphic designs for digital business.

CLO-03: Learning digital communication through email for digital business.

CLO-04: Wire framing for digital business, concepts and best practices.

CLO-05: Understanding importance and best practices of Content writing for digital business.

CLO-06: Familiarity with Microsoft office and Google apps uses for digital business.

CLO-07: Ability to create templates for technical tasks in Digital business.

CLO-08: Ability of assigning technical tasks to the employee with right set of skills.

CLO-09: Learning basic concepts about financial skills for digital business be familiar with terminologies and main issues any employee or owner of a digital business will face.

CLO-10: Introducing students to basic Financial Literacy for digital business and its importance for customers of digital business and how financial tools should be used to facilitate customers.

CLO-11: Introducing students to concepts and best practices of Managing Cash Flow and its impacts on digital business.

CLO-12: familiarizing student with Maintaining a Balance Sheet and its importance for marinating a digital business.

CLO-13: Profitability for digital business and dynamics of changes in prices and competition.

CLO-14: Tools and techniques of financial communication

CLO-15: Introduction to Forecasting financial aspects of Business

CLO-16: Familiarizing students with financial services for digital business.

# 5- Ultimate Master Class for VIRTUAL ASSISTANT's (Amazon.com)

## I. Course Description:

Virtual Assistant (VA) is someone who provides online/offsite support to Amazon private label / wholesale business owners. An Amazon VA comes with an array of skills and can perform multiple tasks to help grow Amazon businesses. The VA industry is booming mainly because of the overwhelming charm of working from home. This course is designed to give the edge by sharing proven processes of becoming a successful VA for Amazon marketplaces. In this course each module covers an essential theme theoretically as well as practically under mentorship of successful Seller/Trainer.

## II. Course Rationale /Objectives:

This course will enable the students to become expert and productive Virtual Assistants. Students will learn ways of undertaking projects be it product Hunting or aproduct Launching along with managing every aspect of Amazon Seller Central Account while working from the comfort of their homes. Expert Virtual Assistants can manage designing of Amazon Store, PPC [Pay per Click], EBC [Enhanced Brand Content] and all other technical tasks. This course will deliver all skills necessary for an Amazon VA using an optimal blend of pedagogical and anagogical techniques.

### III. Course Learning Outcomes (CLOs)

CLO-01: Understand the Ecommerce ecosystem and grasp the distinguishing role of

Amazon within this ecosystem

CLO-02: Identify products using appropriate tools which will become bestsellers in

the chosen category

CLO-03: Evaluate success of a product using appropriately researched data

CLO-04: Source a product through distributors/whole sellers successfully

CLO-05: Create a prime product listing employing the best combination of optimal

keywords

CLO-06: Rank a product to the top by commissioning an efficient combination of

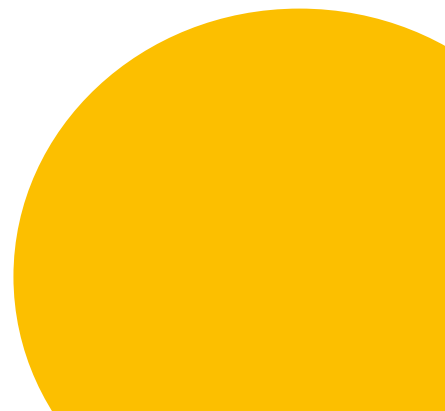
marketing campaigns

CLO-07: Manage all the activities, related to managing Amazon seller accounts,

effectively

CLO-08: Gain Hands on experience of Virtual Assistantship by practical work

including Assessments.



# What do we offer?

**eCommerce and Skill Development Short Certificate  
Courses 2021**

**Video Recorded Learning Management System Trainings  
Examination Proficiency Level**

## eCommerce Course

	<b>Course Title</b>	<b>Session Availability Time</b>
01	Virtual Store Manager - Daraz	3 Months
02	Virtual Assistant Wholesale - Amazon	3 Months
03	Virtual Assistant Private Label - Amazon	3 Months
04	Virtual Trader - Alibaba	3 Months
05	Shopify Drop shipping	3 months
06	Online Product Promoter Course	3 Months

## Social Media Course

	<b>Course Title</b>	<b>Session Availability Time</b>
01	Facebook Executive Marketing	3 Months
02	Advertising for Sound Off Course	3 Months
03	Social for Brand Building Course	3 Months
04	Digital & Social Media Marketing	3 Months
05	Digital Literacy	3 Months

# What do we offer?

## eCommerce and Skill Development Short Certificate Courses 2021

### Skill Development Courses

	Course Title	Session Availability Time
01	Coal Mining	3 Months
02	Asan Karobar Program	3 Months
03	Entrepreneurial Mindset	3 Months
04	Art of Business Networking	3 Months
05	Business Communication	3 Months
06	Stress Management	3 Months
07	Interpersonal Soft Skill	3 Months
08	English for Business and Entrepreneurs	3 Months
09	Health Safety and Environment	3 Months
10	Trading Financial Markets	3 Months
11	Professional Graphic Design	3 Months
12	Web Development for Beginners	3 Months
13	Mobile Platform Application Development	3 Months
14	Hotel Management Essentials	3 Months
15	Tourism Development & Management	3 Months
16	Educational Leadership	3 Months
17	MS Office Basic Course	3 Months
18	Freelancing for Beginners	3 Months



# Let's Get Connected



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WITH  
US**

## CONTACT

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