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ECommerce

Course Guide

eCommerce training curriculum is designed to develop the skills necessary to implement a full-featured eCommerce business on the Internet, covering concept of eCommerce to shipping of products.

eCommerce is globally accepted concept
The eCommerce concept is trusted and accepted by leading employers, institutions and governments worldwide.

For a full list of organizations using these market-leading concept, go to www.google.com

eCommerce Course Contents

eCommerce training curriculum is carefully designed to meet the requirements of next generation online businesses.

Introduction
- Welcome and Course Overview
- System Requirements / Prerequisites and Caveats
- Introduction to Sample Site

E-Commerce Overview
- First Generation E-commerce
- Second Generation E-commerce
- The Next Generation
- E-Commerce Terminology & Overview
- E-Commerce Advantages/ Disadvantages
- E-Commerce Business Models
- E-Commerce B2B & B2C Model
- E-Commerce EDI

First Steps with Our Client
- The Design and Development Process
- The Sales Call and First Analysis
- Detailed Description of the Client Company
- A Close Look at the Customers
- Detailed Description of the Products
- Client Goals Financial Expectations
- Reviewing the Competition

Details from the Client
- Past and Future Customer Purchases
- Customer Expectations of the E-commerce Site
- Supporting an Internet Sales Channel
- Supporting Internet Customers
- Justification and Challenges for E-commerce with This Client

Choosing the Type of E-commerce
- Hosted Stores
- Shrink-wrapped E-commerce Plugins
- Enterprise E-commerce Server Software
- Custom E-commerce Development
- Application Programming Language Choices

Contracts and Specifications
- Specifications: Before or After the Contract?
- Estimating Timelines for E-commerce Sites
- Proposal to Client

Site Planning and Flow Diagrams
- Location, Location, Location
- Mapping Product Browse and Search
- Mapping Purchase Flow
- Site Map and Navigation Elements

Design
- Colors, Logo, and Look and Feel
- Home Page Elements and Layout
- Product Search Results
- Product Detail View
- Administration Area Home Page
- Using Design to Reinforce Credibility
- Three Comps for Client Review

Mock-up
- Mock-up: Images
- Mock-up: CSS
- Header and Footer Files

Financial and Security Decisions
- Payment Processing Overview
- Credit Card Options
- Live Credit Card Processing
- PayPal
- Accepting Checks Online
- Making the Transaction Secure
- Other Security

Sales Tax and S&H Charges
- Charging Sales Tax
- Charging for Shipping
- Shipping Charge Options
- Other Shipping Questions
- Charging Handling Fees

Implementation
- CMS Selection [Magento/OpenCart etc]
- Deployment of CMS over Hosting
- Choosing the Database
- Basic Table Schema
- Setup CMS for Product Display
- Payment Channels Configuration

Development
- Coping with Statelessness
- Development Methodologies
- Directory Structure
- Add Item to Cart

Shopping Cart View
- Cart Router Template
- Cart View
- Change, Delete, and Product Detail
- Add Item Count to Navigation

Checkout Billing
- Checkout Billing
- Validate Billing Information

Checkout Shipping
- Checkout Shipping
- Validate Shipping and Sales Tax

Order Summary
- Order Summary
- Confirm Order

Order Processing
- Process Payment
- Finish Processing

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