# eCommerce in Retail

BY

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# COURSE STRUCTURE

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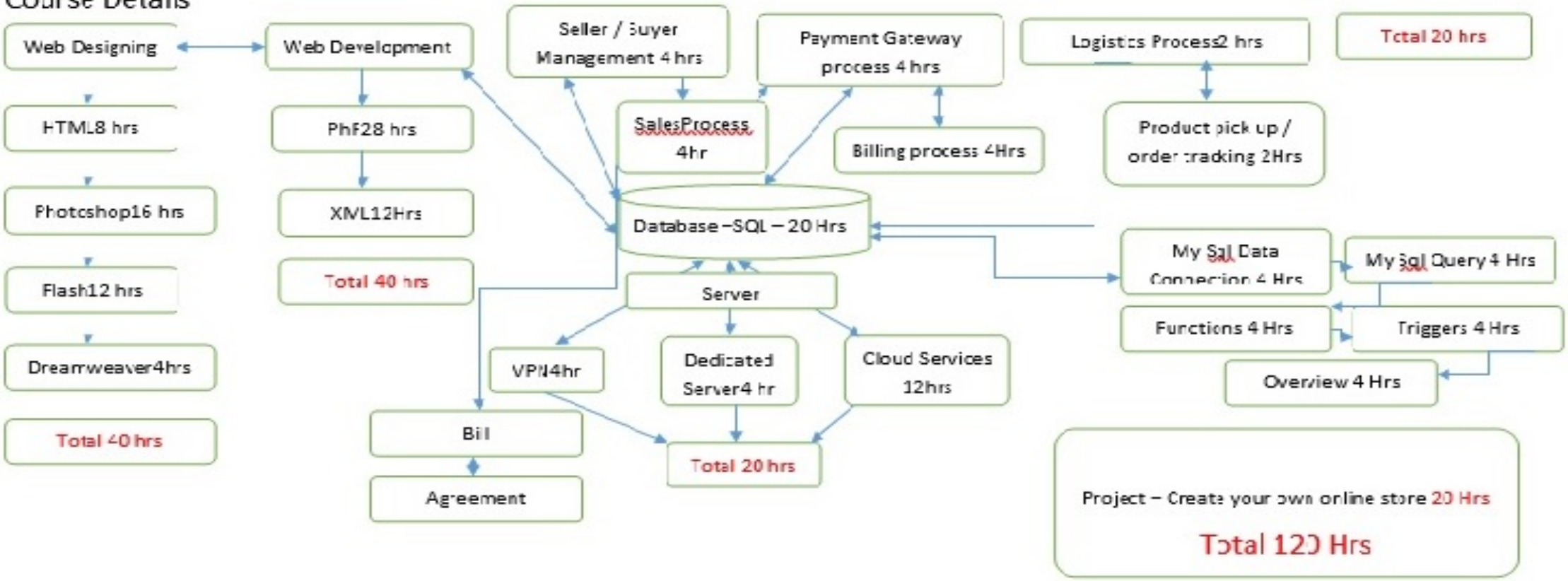
## Course Structure

### Process

### Course Details



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# WEB DESIGNING





Web Design is the process of collecting ideas, arranging and implementing them.
Web Design is a process of creation, with the intention of presenting the content on electronic web pages, which the end-users can access through the internet with the help of a web browser.

It is the planning and creation of websites. This includes interface information, site structure, navigation, layout, colors, fonts and creativity.
When you do web design you can work on entire sites or individual pages and there is a lot to learn to be a well-rounded designer:

Course :
HTML – 8 Hrs.
Photoshop – 16 Hrs.
Flash – 12 Hrs.
Dreamweaver – 4 Hrs.

**Total 40 Hours**

# WEB DEVELOPMENT





Web development broadly refers to the tasks associated with developing websites for hosting via internet. Web Development is the coding or programming that enables website functionality, as per the clients requirements. It mainly deals with the non-design aspect of building websites, which includes coding and writing markup.
Web development ranges from creating plain text pages to complex web-based applications, social network applications and electronic business applications.

The web development hierarchy is as follows:
Client-side coding
Server-side Coding
Database Technology
Course :
PHP – 28 Hrs.
XML – 12 Hrs.

**Total 40 Hours**

# Seller & Buyer Management





## Seller & Buyer Management

- SELLER AGREEMENT
- PRIVACY POLICY
- RETURN POLICY
- COPYRIGHT POLICY
- CANCELLATION POLICY
- TERMS OF USE
- SHIPPING POLICY
- VENDOR PAGE

## Sales Process

- INVOICE BILL

**Total – 8 hrs.**

# DATABASE

Where computers are concerned, a database is just a collection of data. Specialized database software, like MySQL, are programs that lets you store and retrieve data as efficiently as possible.



Many computer programs, like blogs, photo galleries and e-commerce sites need to store and retrieve data. For example, blog software needs to store the posts (ie, articles) you write, and retrieve them when a visitor goes to your site. Similarly, photo galleries store information about their pictures (for example, for sites that allow users to rate the photos, the numerical rating for each picture is stored in a database). Instead of reinventing the wheel and implementing their own system of storing and retrieving data, this software simply uses the specialized database program.
To make it easy for other programs to access data through them, many database software support a computer language called "SQL" (often pronounced as "sequel"). SQL was specially designed for such a purpose. Programs that want the database software to handle the low-level work of managing data simply use that language to send it instructions.

**Course :**
MySQL Database connection 4 Hrs.
MySQL Query 4 Hrs.
Functions 4 Hrs.
Triggers 4 Hrs.
Overview 4 Hrs.

**Total 20 Hours**

# SERVER





The server technology that an ecommerce business is using should be carefully considered to not only ensure that the customer-facing website is professional and flawless, but also that the IT infrastructure that supports the site is highly efficient.

One of the core things to assess is the speed of the connection, since not only do the search engines penalize slow sites, but we will lose sales if our customers have to wait. Check the level of support the server provider gives.
For Ecommerce the performance of the server that support is clearly critical. There are a number of components that need to work together in order to deliver an efficient Ecommerce experience for the customer.

**Course :**
VPN- 4 Hrs.
Dedicated Server – 4 Hrs.
Cloud Services – 12 Hrs.

**Total 20 Hours**

# PAYMENT GATEWAY

*What is required for a payment gateway?*

If you are looking at accepting real-time credit card/debit card/Online Bank transaction on your website then a payment gateway is required. There are three main requirements for a payment gateway to work:

A website that meets the security and eligibility requirements for the bank to issue a merchant account
A merchant account from a bank. A merchant account is a special kind of bank account that can be linked directly to a payment gateway. These bank accounts are issued only upon review of a website to ensure it meets privacy and security requirements. Requirements often include an SSL certificate and a privacy policy.

**Course :**
Payment gateway process 4 Hrs.
Billing Process 4 Hrs.

**Total 8 Hours**

# LOGISTICS

Develop knowledge, skills and competencies in the field of logistics which will assist you in the management of resources, processes and people.

This Module will help you learn about different aspects of logistics functions, including purchasing, operations, warehousing, transportation and supply chain management.

Some of the Logistics companies are Go Javas, Blue Dart, Fedex, First Flight etc.

**Course :**
Logistic Process –2 Hrs.
Product pickup order tracking – 1 Hrs.
Courier Services in India – 1 Hrs

**Total 4 Hours**

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# Employment Opportunities





- Looking to Start an Online Store but not sure what to sell? We give you an easy-to-follow framework for finding, evaluating and validating product ideas that you can build a profitable online business around.
- You'll find a variety of occupations related to eCommerce. In the business industry, you could work as an eCommerce, online marketing, Entreprenuer or consumer product manager. On the technical side, you could work as a Web Designer, Web Developer or Database administrator.
- It us also estimated that currently over 25,000 people are employed in e-retailing warehousing and logistics.
  Even with efficiency improvements in individual performance and productivity (IPPs) in the delivery networks.
  It is estimated that there will be an additional employment to close to 1,00,000 people by 2017-2020.
- Easy to Follow modules designed to help you understand what needs to done & how to do it.
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- Each module comes with real examples of Online retailers to help you better understand the effectiveness of our topics.

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# Modules





**E-Commerce for Professionals: 120 Hours**
(The Course covers from Scratch to end)
This will cover all technical and business aspects of the process.

**E-Commerce for Begineers: 100 Hours**
This will cover the software and programming aspects of the process.

Our Courses are available ONLINE/CLASSROOM and can be accessed anytime using any device.

For more information contact : +91-**9840912825** or Email us to course@pentamedia.in

# THANK YOU