Ebusiness Startup Course Curriculum

**Aim**

Sell products and services

**Objectives**

• Create a modern ecommerce store • Attract traffic to your store • Convert traffic to sales • Increase customer value

Strategy Finance Operations Design Architecture Development Analytics

Network One's Online Ecommerce Course is designed both for complete beginners & professional web developers who want to migrate several active stores to Magento Commerce. If you are a seasoned professional we bring you back to basics to explore modern approaches to ecommerce and design. If you have no experience you learn new skills from scratch.

### Week 1: Business Planning

* High concept pitch
* Elevator pitch
* Products
* Revenue Models
* Competitor Analysis
* **Branding:** Understand what it takes to design an outstanding internet brand.
* **Key Performance Indicators:** Understand how to optimize the metrics that determine  ecommerce success.
* **Customer Interaction Modeling:** Learn how design a delightful online shopping experience.
* **Case Studies:** Learn the methodologies and best practices top ecommerce websites use to  communicate & transact with their customers.  Week 2: Advanced Business Planning  Financials Marketing

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Page 2 of 2 21 Jan 2011 !

**Week 3-4: Design: Architecture**

* **Development Environment:** Learn how to install a web server, database server & a Magento Commerce store on your local computer within minutes.
* **Web Server:** Learn how to deploy a rock solid ecommerce website in less than a minute.
* **Security:** Learn how to create secure user roles to enable your staff to manage different parts  of your store.
* **Stores:** Learn how to create multiple web stores with different products, languages & designs.
* **Modules:** Learn how to extend your website with thousands of add on modules.  **Design**

1. **Theme:** Learn how to install a Magento Commerce Theme
2. **Skin:** Learn how to control the look & feel of your website by modifying styles, images &  scripts.
3. **Layout:** Learn how to control the structure of your pages, chose how many columns your page  should display & the order blocks are displayed.
4. **Templates:** Learn how to control the logic & visual representation of content on your page.  **Build**

* **Categories:** Learn how to add categories to organize your products.
* **Attributes:** Learn how to define attributes such as color & size to enable customers to  customize your products.
* **Products:** Learn how to add products to your store using your browser, a spreadsheet or from  an existing ecommerce application.
* **Stock:** Learn how to setup your stock management system.
* **Shipping & sales tax:** Learn how to configure tax & shipping tables.
* **Payment:** Learn how to configure your shopping cart & setup credit card processing.
* **Localization:** Learn how to configure language & currency for different geographic regions.  **Launch**
* **Analytics:** Learn how to setup & integrate advanced Google Analytics to track your sales & marketing campaigns.
* **Review:** Learn what your need to review before you open your store.