

INFOSOFT IT SOLUTIONS

Training | Projects | Placements

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E-Commerce

E-Commerce Course Syllabus

1. Introduction to E-Commerce

- Definition of e-commerce
- Evolution and growth of e-commerce
- Types of e-commerce (B2B, B2C, C2C, etc.)
- E-commerce business models (dropshipping, subscription, etc.)

2. E-Commerce Infrastructure

- Overview of e-commerce platforms (Shopify, WooCommerce, Magento, etc.)
- Choosing the right platform based on business needs
- Payment gateways and merchant accounts

3. Website Design and Development

- Planning an e-commerce website
- User experience (UX) and user interface (UI) design principles
- Responsive design and mobile optimization

- Front-end development basics (HTML/CSS/JavaScript)

4. E-Commerce Legal and Regulatory Issues

- Understanding legal aspects (privacy, data protection, consumer rights)
- Regulatory compliance (GDPR, PCI-DSS, ADA compliance, etc.)
- Terms of service, privacy policies, and disclaimers

5. Product Management

- Catalog management (product listings, categories, attributes)
- Inventory management and fulfillment
- Pricing strategies and promotions

6. Digital Marketing for E-Commerce

- Search Engine Optimization (SEO) for e-commerce
- Pay-Per-Click (PPC) advertising (Google Ads, Facebook Ads)
- Email marketing campaigns
- Social media marketing strategies

7. E-Commerce Analytics

- Key performance indicators (KPIs) for e-commerce
- Google Analytics setup and usage
- Conversion rate optimization (CRO)
- Customer lifetime value (CLV) analysis

8. Customer Relationship Management (CRM)

- Importance of CRM in e-commerce

- CRM systems and integration with e-commerce platforms
- Customer segmentation and personalized marketing

9. E-Commerce Security

- Payment security (PCI-DSS compliance)
- SSL certificates and HTTPS implementation
- Fraud prevention and risk management

10. Mobile Commerce (M-Commerce)

- Trends and opportunities in mobile commerce
- Mobile-responsive design considerations
- Mobile payment solutions

11. E-Commerce Entrepreneurship

- Starting an e-commerce business
- Business planning and feasibility analysis
- Scaling and growth strategies

12. Case Studies and Industry Trends

- Successful e-commerce case studies
- Emerging trends in e-commerce (AI, AR/VR, voice commerce)
- Global e-commerce market trends

Additional Resources

- **Guest Lectures and Workshops:** Invite industry experts to share insights and practical experiences.

- **Hands-on Projects:** Assign practical projects such as setting up an e-commerce store, running digital marketing campaigns, or analyzing e-commerce metrics.
- **Certification and Assessment:** Offer certification exams or assessments to evaluate understanding and skills acquired during the course.