



# Training Outline



## Fundamental E-Commerce

Aurora Technology Development Inc.

# Fundamental E-Commerce

## Course Outline

### 1: Basic concepts and principles - 8h

- Introduction
- Definitions and Goals
- What to sell: affiliate, homemade, drop shipping, arbitrage, white label import
- Basic e-commerce concepts
- Types of e-commerce

### 2. Business-to-Business - 8h

- General concepts and characteristics
- Common use cases and examples
- Brief intro to tools and utilities
- Wrap up

### 3: Business-to-consumer – 12h

- General concepts and characteristics
- Common use cases and examples
- Brief intro to tools, utilities, and services
- Wrap up

### 4: Consumer-to-Consumer – 12h

- General concepts and characteristics
- Common use cases and examples
- Brief intro to tools, utilities, and services
- Wrap up

## **5: Introduction to WordPress-WooCommerce (1) - 16h**

- Basic WordPress concepts and traits
- Install/initialize a WordPress project
- Website Styles and templates
- Plugins basics
- Introducing WooCommerce and setup
- Products management: product categories
- Products management: product information and details
- Products management: grouping and bundles
- Products management: pricing and discount setting

## **6: Introduction to WordPress-WooCommerce (2) - 16h**

- Order management: initialize an order
- Setting payment methods
- Advanced order management
- Refund management
- Further customization with extensions
- Test case setup and wrap up

## **7: Introduction to Shopify (1) - 8h**

- Shopify basics and differences between Shopify and WooCommerce
- Jump start a project
- Picking a theme for the site, products, functionalities, placements, and promotions
- Introducing Shopify App Marketplace
- Product management: categories, strategies
- Payment methods: options, setup, and process

## **8: Introduction to Shopify (2) - 8h**

- Promote your merchant site
- Integrating with Amazon
- Integrating with WordPress
- Email promotion strategies
- Social media integrations
- Analytics and report

## **9: Introduction to Amazon Ecommerce - 8h**

- Amazon, a familiar service with few things that you don't know
- Initializing service as a merchant
- Order processing management
- Review management
- wrap up

## **10: Introduction to OpenCart (1) - 16h**

- The power of OpenCart
- Basic PHP knowledge
- Kick start an OpenCart project: installation and configuration of IDE, database, hostserver
- Theme, theme module, and customization
- Store management: products, categories, filters, options, and much more

## **11: Introduction to OpenCart (2) - 16h**

- User management
- Order processing management
- Payment process management
- Return and refund
- Gift, discount, and coupon
- Regions and localization

## **12: E-Commerce marketing - 8h**

- Conduct traffic to your site
- Google SEO
- Promoting on social media
- Wrap up

## **13: Course wrap up - 8h**

- Summarize some common concepts and practices

- Further studies and where to find these references
- Real use case studies
- Wrap up

**Tuition fee: \$8,700 per person**