Quarter-02 | E-Commerce Genesis™

Duration: 3 Months | **Fee:** 39,500.00

Certificate Program in E-Commerce Based Website Development

Certificate Program in E-Commerce Based Website Development is meticulously designed to empower participants with advanced skills essential for thriving in the dynamic world of online commerce. This comprehensive training program delves into the intricacies of cutting-edge technologies, focusing on advanced features of WordPress and WooCommerce. Participants will gain expertise in seamlessly integrating payment gateways, implementing logistic solutions, and harnessing diverse e-commerce portal functionalities. The purpose of this course is to equip aspiring developers and entrepreneurs with the knowledge and hands-on experience needed to create sophisticated e-commerce platforms from scratch. By mastering the intricacies of WordPress and WooCommerce, participants will be capable of designing, developing, and managing fully functional online stores. This program not only imparts technical proficiency but also fosters an understanding of the strategic aspects of e-commerce, ensuring that graduates are well-prepared to navigate the complexities of the digital marketplace. Whether aspiring to launch an online business or seeking to enhance existing e-commerce ventures, participants will leave this course with the skills to transform innovative ideas into successful and secure e-commerce platforms.

Objectives of E-Commerce Genesis

Participants will be well-equipped to conceptualize, develop and manage sophisticated e-commerce platforms, ensuring they are prepared for the challenges and opportunities in the rapidly evolving online business landscape. Certificate Program in E-Commerce Based Website Development is designed to fulfill following objectives:

Advanced WordPress Proficiency: Master the advanced features of WordPress, gaining in-depth knowledge of customization, theme development, and plugins essential for creating dynamic e-commerce websites.

WooCommerce Mastery: Develop expertise in WooCommerce, understanding its intricacies, product management capabilities, and customization options to build robust online stores tailored to specific business needs.

Payment Gateway Integration: Acquire skills to seamlessly integrate diverse payment gateways, ensuring secure and smooth transaction processes for customers, fostering trust and reliability.

Logistic Integrations: Learn to implement logistic solutions effectively, including inventory management, order fulfillment, and shipping processes, optimizing operational efficiency in e-commerce ventures.

E-commerce Portal Functionalities: Explore a wide array of e-commerce portal functionalities, covering aspects such as product catalog management, customer account creation, discount and coupon management, enhancing the overall user experience.

User Experience Optimization: Focus on enhancing user experience(UX) by implementing responsive design techniques, ensuring seamless navigation across various devices, and creating visually appealing interfaces.

Security and Compliance: Understand essential

security measures and regulatory compliance standards relevant to e-commerce, safeguarding customer data and ensuring adherence to legal requirements.

Strategic Business Insight: Gain insights into e-commerce business strategies, including market analysis, customer behavior analysis, and digital marketing techniques, enabling participants to make informed business decisions.

Hands-on Projects: Apply acquired knowledge through hands-on projects, developing fully functional e-commerce websites with real-world applications, building a comprehensive portfolio for future endeavors.

Entrepreneurial Empowerment: Provide aspiring entrepreneurs with the skills and confidence to launch and manage their e-commerce ventures successfully, enabling them to compete effectively in the digital marketplace.

Who Can Benefit from This Training Program?

Certificate Program in E-Commerce Based Website Development (E-Commerce Genesis) is tailored for a diverse audience, offering valuable skills and expertise to several groups. Anyone interested in mastering the intricacies of e-commerce website development, from entrepreneurs and business owners to web developers and freelancers, can significantly benefit from this training program, enhancing their skills and opening new avenues for career and business growth.

Students and Graduates: Students and recent graduates in fields related to computer science, web development, or business can enhance their knowledge and employability by acquiring specialized e-commerce development skills.

Aspiring Entrepreneurs: Individuals looking to launch and manage their online businesses can benefit from this program, acquiring the necessary skills to create and maintain successful e-commerce platforms.

Web Developers: Web developers seeking to specialize in e-commerce website development can enhance their expertise, gaining a deep understanding of advanced WordPress features and WooCommerce implementation.

Business Owners: Business owners and startups can benefit by developing cost-effective e-commerce solutions, incre-asing their online visibility and sales potential.

Freelancers: Freelancers, including web designers, developers, and digital marketers, can diversify their services by adding e-commerce development to their skill set, attracting a broader range of clients and projects.

Career Changers: Individuals seeking a career change or those re-entering the job market can gain relevant skills for employment opportunities in e-commerce-focused companies or digital agencies.

Retail Managers: Retail managers and professionals from brick-and-mortar stores can learn how to transition their business online, understanding the nuances of e-commerce logistics, payment gateways, and customer engagement.

Tech Enthusiasts: Individuals passionate about technology and eager to explore the world of e-commerce can join to gain a foundational understanding of building online stores and managing digital transactions.

Marketing Professionals: Marketing professionals aiming to expand their skills in digital marketing and e-commerce integration will find this program valuable, allowing them to create effective online marketing campaigns for e-commerce platforms.

Program Contents

E-Commerce Genesis quarter provides a comprehensive understanding of the technical and operational aspects involved in creating and managing an e-commerce website using WordPress and WooCommerce. Participants will gain practical skills necessary for successful web development and

engineering in the e-commerce domain. Following are courses covered during the Second Quarter, in the Post Graduate Professional Program for Web Development and Engineering:

Advanced Features of WordPress: This course delves into the advanced functionalities and features of WordPress, providing in-depth knowledge about customizations, theme development, and plugin integration.

WooCommerce: WooCommerce is a popular e-commerce plugin for WordPress. This course covers the setup and configuration of Woo-Commerce, product management, and creating a seamless online shopping experience.

Integrating Payment Gateways: Learn the integration of various payment gateways into your e-commerce platform, ensuring secure and efficient online transactions for customers.

Implementing Logistic Solutions: Explore strategies and tools for implementing effective logistic solutions in e-commerce, covering aspects such as order fulfillment, shipping, and inventory management.

Payment, Tax, and GST: Understand the intricacies of handling payments, taxes, and Goods and Services Tax (GST) within the context of e-commerce, ensuring compliance and smooth financial transactions.

Offer Coupon Management: Delve into creating and managing promotional campaigns through coupon systems, fostering customer engagement and boosting sales.

Performance and Security: Focus on optimizing the performance of your e-commerce site, ensuring fast loading times and a secure environment. Explore best practices for security measures to protect user data.

WooCommerce Shipment Tracking: Learn how to implement shipment tracking features in WooCommerce, providing transparency to customers about the status and location of their orders.

WooCommerce PDF Invoices & Packing Slips: Understand the generation and customization of PDF invoices and packing slips directly from your WooCommerce store, streamlining the order fulfillment process.

WooCommerce Multilingual: Explore the tools and techniques for making your WooCommerce store multilingual, catering to a broader audience and enhancing the user experience for international customers.

Mailchimp for WooCommerce: Learn to integrate Mailchimp, an email marketing platform, with WooCommerce to effectively manage and engage with your customer base through targeted campaigns.

Objectives of WordPress and WooCommerce

The purpose of advanced WordPress features, WooCommerce and comprehensive e-commerce portal functionalities is to empower businesses with the tools and capabilities needed to create, manage and grow successful online ventures. These technologies enhance website aesthetics, simplify e-commerce operations, ensure security and compliance and ultimately contribute to increased sales, customer satisfaction and several crucial purposes for businesses and individuals looking to establish a robust online presence and manage e-commerce operations effectively:

Professional Website Creation: Advanced WordPress features allow for the creation of highly professional and visually appealing websites. It provides a user-friendly interface, making it accessible for users with varying technical expertise to design and customize their websites.

E-Commerce Capabilities: WooCommerce, as a WordPress plugin, transforms regular websites into fully functional online stores. It offers features like product listing, shopping cart management, and secure checkout processes, enabling businesses to sell products and services online.

Expanded Product Management: E-commerce portals require detailed product management

capabilities. Advanced features allow businesses to organize their products effectively, including categorization, inventory tracking, and product variations, ensuring a seamless shopping experience for customers.

Logistics Optimization: E-commerce platforms often integrate logistics solutions, enabling businesses to streamline order fulfilment, shipping, and inventory management. This integration enhances operational efficiency and customer satisfaction.

Secure Payment Gateways: E-commerce solutions provide secure payment gateways, ensuring that customer transactions are safe and protected. This trust in payment security is vital for building customer confidence and encouraging repeat business.

Tax and GST Management: E-commerce platforms facilitate the automated calculation and application of taxes, including Goods and Services Tax (GST). This feature ensures businesses comply with tax regulations, reducing the administrative burden associated with tax calculations.

Coupon Management: E-commerce portals offer coupon management tools, allowing businesses to create and distribute discounts, promotional offers, and loyalty rewards. Coupons can attract new customers, retain existing ones, and boost overall sales.

Enhanced Customer Experience: Advanced e-commerce features contribute to an enhanced customer experience. Customers can easily browse products, make secure payments, track orders and benefit from discounts, creating a positive and convenient shopping journey.

Business Growth and Expansion: E-commerce platforms provide scalability, allowing businesses to expand their product offerings, cater to a broader customer base and enter new markets. The flexibility of these platforms supports long-term business growth.

Prominent Job Roles and Work Opportunities

There are the diverse career paths available to individuals with expertise in e-commerce website development, depending on their interests and aspirations, participants can choose to work for established companies, freelance, consult or even start their own e-commerce ventures, making the most of the skills acquired during the training program.

Upon completion of the Certificate Program in E-Commerce Based Website Development (E-Commerce Genesis), participants will be equipped with a valuable skill set that opens the door to a wide array of job and work opportunities in the digital and e-commerce sectors. Some of the prominent job roles and work opportunities include:

E-Commerce Web Developer: Specialize in developing and maintaining e-commerce websites, ensuring seamless user experience, secure payment gateways and effective integration of logistic solutions.

Freelance Web Developer: Work as a freelance developer, taking on e-commerce projects, customizing websites and providing specialized services to businesses looking to establish or enhance their online presence.

Entrepreneur: Start and manage your own e-commerce business, leveraging the skills acquired during the program to create and operate a successful online store selling products or services.

E-Commerce Project Manager: Oversee the development and implementation of e-commerce projects, ensuring timely delivery, budget adherence and seamless collaboration between different teams involved in the project.

Online Retail Manager: Manage the operations of an online store, overseeing inventory management, order fulfillment, customer service and marketing efforts to maximize sales and customer satisfaction.

User Experience (UX) Designer: Focus on enhancing the usability and user experience of e-commerce websites, optimizing interfaces,

navigation and overall customer journey to increase conversions and customer retention.

Supply Chain and Logistics Coordinator: Specialize in coordinating logistics and supply chain activities for e-commerce businesses, ensuring timely delivery, inventory management and efficient order fulfillment processes.

Further Scope of Training

E-Commerce Consultant: Provide expert advice to businesses regarding online store optimization, user experience enhancement, and digital marketing strategies to boost sales and customer engagement.

Digital Marketing Specialist: Leverage e-commerce expertise to create and implement digital marketing campaigns, focusing on online advertising, social media marketing, email marketing, and SEO strategies tailored for e-commerce platforms.

Content Management: Manage product listings, create engaging product descriptions and curate multimedia content for e-commerce websites, ensuring a compelling presentation of products to potential customers.

E-Commerce Analyst: Analyze sales data, customer behavior, and market trends to provide actionable insights, enabling businesses to make data-driven decisions to optimize their e-commerce strategies.

Customer Support Specialist: Provide customer support services for e-commerce businesses, addressing customer inquiries, resolving issues and ensuring a positive customer experience.

Intended Outcome of E-Commerce Genesis

Certificate Program in E-Commerce Based Website Development is to equip participants with comprehensive expertise in advanced WordPress features, WooCommerce implementation and essential e-commerce portal functionalities.

Upon completion of the course, participants are expected to possess the skills, knowledge and confidence to conceptualize, design and manage sophisticated and successful e-commerce websites, setting a strong foundation for a rewarding career in the field. By the end of the course, participants are expected to achieve the following outcomes:

Expertise in Advanced Technologies: Attain mastery in the advanced features of WordPress and WooCommerce, gaining hands-on experience in customizing themes, integrating plugins and optimizing website performance.

Seamless Payment Solutions: Acquire the skills to integrate diverse payment gateways flawlessly, guaranteeing secure and hassle-free transactions for customers, thereby enhancing trust and boosting sales.

Efficient Logistic Management: Develop proficiency in logistic integrations, mastering inventory management, order fulfillment, and shipping processes, leading to streamlined and cost-effective e-commerce operations.

Comprehensive E-commerce Portals: Learn to implement a wide range of e-commerce functionalities, including product catalog management, customer account creation and discount management, ensuring an engaging and intuitive user experience.

Responsive Design Implementation: Understand responsive design techniques, enabling the creation of websites that adapt seamlessly across various devices, enhancing user satisfaction and accessibility.

Security and Compliance Assurance: Grasp essential security measures and regulatory compliance standards, ensuring the protection of customer data and adherence to legal requirements, instilling confidence in online shoppers.

Entrepreneurial Readiness: Develop the entrepreneurial skills needed to launch and manage

successful e-commerce ventures, inclu-ding market analysis, strategic planning and digital marketing techniques, equipping participants for business success.

Robust Portfolio Development: Create a diverse portfolio of fully functional e-commerce web-sites, showcasing acquired skills and real-world project experience, enhancing participants' professional credibility in the industry.

Informed Decision-Making: Gain insights into e-commerce market trends, consumer behavior, and digital marketing strategies, empowering participants to make informed business deci-sions and stay ahead of the competition.

Career Advancement: Open doors to exciting career opportunities in e-commerce develop-ment, digital marketing, and entrepreneurship, enabling participants to pursue fulfilling and lucrative professional paths in the rapidly growing online business landscape.

websites, setting a strong foundation for a rewarding career in the field.