



Software Learning Centers

1645 SE. Port St. Lucie Blvd
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E-Business: Small Business Site Planning and Development

Course specifications

Course number: 076918
Software version number: none
Course length: 1 day(s)

Course description

Overview: Students will learn how to plan and develop an E-Commerce small business.

Prerequisites: Students should have a fundamental knowledge of computers, business operations, E-Commerce, and the Internet

Delivery method: Instructor-led, group-paced, classroom-delivery learning model with structured hands-on activities.

Benefits: Students will learn how to plan and develop an E-Commerce small business.

Target student: This course is targeted to the small business owner, manager, or equivalent who wishes to conduct E-Commerce transactions via the Internet. Students enrolling in this course should understand basic E-Commerce and Internet concepts, and have an idea of what products and/or services they wish to sell.

Small Business Site Planning and Development

Performance-based objectives

Lesson objectives help students become comfortable with the course, and also provide a means to evaluate learning. Upon successful completion of this course, students will be able to:

- Establish an E-Commerce plan, identify E-Commerce equipment requirements, identify E-Commerce software requirements, evaluate Internet connection devices, and understand how to use the Web to get help for your small business.
- Understand the difference between using an Internet Service Provider (ISP), an online mall, or a Web hosting service that provides you with complete E-Commerce solutions.
- Develop a Web site design plan, create an online catalog, and create an electronic storefront environment.
- Identify methods of payment, enable credit card purchases, use online payment systems, and track finances.

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- Identify how to create a secure environment and discuss legal issues involved with creating an E-Commerce business.
- Discuss the importance of marketing, register with search engines, and discuss other Internet marketing techniques.
- Use Customer Relationship Management (CRM) to establish relationships with existing customers and use CRM to enhance relationships with existing customers.

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Course content

Lesson 1: Planning Your E-Commerce Site and Gathering the Necessary Equipment

Establishing an E-Commerce Plan
E-Commerce Equipment Requirements
E-Commerce Software Requirements
Internet Connection Devices
Using the Web to Get Help for your Small Business

Lesson 2: Choosing a Web Hosting Service

Using an Internet Service Provider (ISP)
Using an Online Mall
Using a Web Hosting Service that Provides Complete E-Commerce Solutions

Lesson 3: Creating Your E-Commerce Storefront

Developing a Web Site Design Plan
Creating an Online Catalog
Creating an Electronic Storefront Environment

Lesson 4: Enabling E-Commerce on Your Site

Payment Methods
Accepting Credit Card Purchases
Using Online Payment Systems
Tracking Your Finances

Lesson 5: Site Security and Legal Issues for Your E-Commerce Storefront

Creating a Secure Environment
Your E-Commerce Business and the Law

Lesson 6: Marketing Your Site

The Importance of Marketing
Registering With Search Engines
Other Internet Marketing Techniques

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Lesson 7: Customer Relationship Management for the E-Commerce Small Business

Using CRM to Establish Relationships with Existing Customers

Using CRM to Enhance Relationships with Your Customers

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